

OVERVIEW REPORT

SEPTEMBER 2003
ADULT POLL 5

JOINT ADVERTISING,
MARKET RESEARCH
AND STUDIES

APRIL 2004

Report Documentation Page				Form Approved OMB No. 0704-0188	
Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.					
1. REPORT DATE 00 APR 2004		2. REPORT TYPE N/A		3. DATES COVERED -	
4. TITLE AND SUBTITLE Department Of Defense September 2003 Adult Poll 5 Overview Report				5a. CONTRACT NUMBER	
				5b. GRANT NUMBER	
				5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S)				5d. PROJECT NUMBER	
				5e. TASK NUMBER	
				5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) Department of Defense Defense Human Resources Activity Joint Advertising, Market Research and Studies 4040 N. Fairfax Drive, Suite 200, Arlington, VA 22203-1613				8. PERFORMING ORGANIZATION REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)				10. SPONSOR/MONITOR'S ACRONYM(S)	
				11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT Approved for public release, distribution unlimited					
13. SUPPLEMENTARY NOTES The original document contains color images.					
14. ABSTRACT					
15. SUBJECT TERMS					
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT UU	18. NUMBER OF PAGES 107	19a. NAME OF RESPONSIBLE PERSON
a. REPORT unclassified	b. ABSTRACT unclassified	c. THIS PAGE unclassified			

For additional copies of this report,
Contact,
Defense Technical Information Center
ATTN: DTIC BRR
Defense Document Information Center
8725 John J. Kingman Rd., Suite, #0944
Ft. Belvoir, VA 22060-6218

(703) 767-8274

Ask for Report by ADA XXXXXXXX

DEPARTMENT OF DEFENSE
SEPTEMBER 2003 ADULT POLL 5
OVERVIEW REPORT

Matt Boehmer and Andrea Zucker
Joint Advertising, Market Research and Studies
Defense Human Resource Activity

Brian Ebarvia, Ray Seghers, David Snyder and Brian Yanus
Aon Consulting's Loyalty Institute

Sean M. Marsh and Jason Fors
Fors Marsh Group

Courtney Zegarski
Wirthlin Worldwide

Department of Defense
Defense Human Resources Activity
Joint Advertising, Market Research and Studies
4040 N. Fairfax Drive, Suite 200, Arlington, VA 22203-1613

ACKNOWLEDGEMENTS

The work that was done to collect this information and produce this report was the result of a collaboration of efforts between DHRA, Aon Consulting, Fors Marsh Group and Wirthlin Worldwide. The authors would like to thank the many adults who shared their time and opinions with us.

EXECUTIVE SUMMARY

The Adult Polls are designed to help the Department of Defense (DoD) understand the role that adults play in influencing youth's consideration of and enlistment into the U.S. Military. This report details the findings from the September 2003 Adult Poll 5, focusing on adults' likelihood to recommend the military, their level of knowledge of the military, their overall impressions of the military, and their perceptions of current events and economic conditions.

Overall, results of the September 2003 Adult Poll 5 are very similar to those of the 2002 Adult Poll 4. The proportion of adults who were likely to recommend the military, however, continued its gradual decline since October 2001 (66%), and is now down to 52% – the lowest level since the Adult Polls began in May 2001. Non-parents remain more likely than parents to recommend the military (57% and 39% respectively).

Favorability towards the military is approximately the same as it was a year ago. This survey revealed that there are significant differences in favorability across the major racial/ethnic groups. Hispanics are the most favorable toward the military and each of the Services and Components, with the exception of the Coast Guard. Blacks are the least favorable toward the military and each of the Services. Self-reported knowledge of the military remains low (6.1 on a scale of 1-low to 10-high), and has not changed significantly since October 2001.

Current Climate

Opinion of Bush Administration

When asked about the way that the Bush administration is using military forces, more than half of adults (59%) approve. Similarly, 57% of adults approve of the way the Bush administration is handling foreign affairs. This is consistent with an August 25-26, 2003 Gallup poll in which 55% of Americans approved of President Bush's handling of foreign affairs.

Chance of Combat

Adults believe that there is almost a two-thirds chance (64%) that a young person who entered the military today would be directly involved in combat at some point during their first four years of service. This belief does not differ for parents vs. non-parents or by race/ethnicity.

Rising College Tuition

Almost all adults (89%) feel that college tuition is becoming too expensive. More than six in ten adults (63%) report that this rising cost has a positive effect on their likelihood to recommend the military as a way to help pay for college. However, only half of adults (51%) report that rising tuition has a positive effect on their likelihood of recommending the military as an alternative to college.

Image of the Military

Adults were asked to report the single most important image or feeling that comes to mind when thinking of the U.S. Military, people who join the military and people who are the leaders of the U.S. Military. These images or associations are directly tied to the equity of the military brand. A high equity brand is composed of a list of related, specific, concrete images with a discernable positive tone. In contrast, a key indicator of low equity brands is passivity or neutrality of the images people have of the organization, a lack of images, or negative images.

Image of U.S. Military

The image or feeling that adults mentioned most was duty/service (guard country, service to country, fight for freedom, etc.). The next most frequently mentioned image or feeling was pride/admiration (pride, honor, respect, etc.).

Those who see the military as providing personal development (benefits, discipline, training, etc.), feel that the military is not good enough (understaffed, needs more training, under funded, etc.), or see the military as performing a duty/service are more likely to recommend military service. Conversely, those who see the U.S. Military in a negative light (unnecessary, corrupt, destroys men, etc.) are less likely to recommend the military.

Image of People Who Join the Military

The most often mentioned images of people who join the military are heroic (brave, trustworthy, good people, etc.) and duty/service (patriotic, dedicated to duty, serving country, etc.).

Those who are more likely to recommend the military tend to associate people who join the military with personal development (opportunities, becoming a better person, education, etc.). Those who are less likely to recommend the military associate the people who join with negative images or lack of direction (not committed, running away, no opportunities). It is also important to note that people who had no clear picture of people who join the military (i.e., other, don't know/refused) were also less likely to recommend the military.

Image of Military Leaders

The most frequently mentioned image of military leaders involves their level of competency (good at job, intelligent, able to lead, etc.) followed by generally positive images.

Those who view military leaders as competent are more likely to recommend military service. Those who view military leaders negatively (incompetent, confused, unintelligent, generally negative, etc.) or have neutral images are less likely to recommend military service.

Racial/Ethnic Differences

The September 2003 Adult Poll 5 was the first adult poll designed to allow for racial/ethnic comparisons. A number of important differences across these groups were identified.

Hispanics are the most favorable towards the military and are also the most likely to recommend military service. Conversely, Blacks have the least favorable opinion of the military and are significantly less likely than Hispanics and marginally less likely than Whites to recommend military service. Probable reasons for the negative attitudes toward the military among Blacks include:

- Blacks tend to have the most negative and unfocused images of the military, those who join the military, and the leaders of the military.
- Blacks report higher levels of disapproval of the Bush administration's use of the U.S. Military Forces and its handling of foreign affairs.
- Blacks report being more negatively impacted by the war in Iraq.

Conclusions

Military brand equity appears relatively high among Hispanics and Whites. However, it appears that the military has a definitive weakness in its position with Blacks. Furthermore, although many of the relevant associations among adults are positive, many are not functional or directly tied to the outcomes we are trying to create.

Currently, it appears that adults and youth alike are uninformed when it comes to the reality of military service. In this environment, associations become even more important because people rely on these associations to draw inferences to fill gaps in their knowledge. Further, as their confidence in the associations they hold increases, so too does the confidence they have in their inferences. So for many of those in our markets, as go their associations, so goes their behavior.

Experts in branding suggest that to create the most conducive environment, marketing managers and advertisers must focus on **one** kind of position for their brand. Within the general adult segment, this research suggests that focusing on *Personal Development* may be the best approach. The real key is ensuring that, within the variety of attributes and information that adults are exposed to regarding the military, positive and functional associations are created.

**Department of Defense
Adult Poll**

Table of Contents

Section I.	Introduction.....	1
	Organization of this Report.....	2
	Methodology	2
	Approach.....	3
	Respondent Profile.....	4
Section II.	Likelihood to Recommend.....	7
	Post-High School Options.....	7
	Overall Likelihood to Recommend.....	8
	Parent and Non-parent Post-High School Recommendations	8
	Parent and Non-parent Post-College Recommendations.....	12
	Summary	13
Section III.	Adult Attitudes Toward the Military, the Economy, and the War on Terrorism.....	15
	Favorability	15
	Knowledge	19
	Advice About/Support for the Military.....	22
	Current Events	25
	Economic Considerations	28
	Economic Indicators	30
	Summary	32
Section IV.	Factors Affecting Likelihood to Recommend.....	35
	Demographics	35
	Cross-tabulations.....	37
	Summary	42
Section V.	Military Brand Imagery.....	45
	Impressions and Likelihood to Recommend.....	50
	Summary	55
Section VI.	Summary and Conclusion	57

Table of Contents (cont.)

List of Appendices

Appendix A.	Data Collection Procedures and Sampling.....	A-1
Appendix B.	Questionnaire.....	B-1

List of Tables

Section III.	Adult Attitudes Toward the Military, the Economy, and the War on Terrorism	
	Favorability by service.....	16
	Favorability by demographics.....	16
	Knowledge by demographics.....	20
Section IV.	Factors Affecting Likelihood to Recommend	
	Likelihood to recommend by demographics segments.....	35
	Likelihood to recommend by favorability ratings	37
	Likelihood to recommend by knowledge ratings.....	37
	Likelihood to recommend by impressions	42
	Likelihood to recommend by approval of the Bush administration	43
	Likelihood to recommend by chances of combat	44
	Likelihood to recommend by current economy	45
	Likelihood to recommend by future economy	46
	Likelihood to recommend by job availability	47
	Likelihood to recommend by job pay	48
Section V.	Military Brand Imagery	
	Likelihood to recommend by impressions	50

List of Figures

Section I.	Introduction	
	Model of enlistment behavior	3
	Parent (Mother, Father).....	4
	Age	4
	Gender.....	4
	Race.....	5
	Highest level of education completed.....	5
	Marital status.....	5
	Annual household income.....	6
	Current employment status	6
	Are you now or have you every been a member of the armed forces	6
	Type of interaction.....	6

Table of Contents (cont.)

Section II.	Likelihood to Recommend	
	Recommendations for post-high school options (parents and non-parents).....	8
	Overall likelihood to recommend military service (over time)	8
	Likelihood to recommend (non-parents)	9
	Likelihood to recommend (parents).....	10
	Overall likelihood to recommend post-high school options (over time)	10
	Likelihood to recommend by military services (parents and non-parents).....	11
	Likelihood to recommend, post-college	12
 Section III.	 Adult Attitudes Toward the Military, the Economy, and the War on Terrorism	
	Favorability	15
	Knowledge	19
	Knowledge (over time)	19
	Are you acquainted with a youth between the ages of 12 and 21?	22
	Did you give advice in the last year to youth?	23
	Was any of the advice that you gave about the military?	23
	Was the advice about the military positive, negative, or both?	24
	War on terrorism (parents).....	25
	War on terrorism (non-parents)	25
	Bush administration handling foreign affairs	26
	Bush administration handling military forces.....	26
	Chances of combat	27
	Average annual salary	28
	Cost of college	29
	Increase in college tuition	29
	Difficulty of high school graduates getting a full-time job in community	30
	Is a good paying job likely in the military, a civilian job, or equally in both?	30
	Current economic conditions	31
	Future economic conditions	31
 Section V.	 Military Brand Imagery	
	Single most important image/feeling about the military.....	45
	Is that image/feeling (about the military) positive, neutral, or negative?	46
	Most important image of the military: 2003 vs. 2001	46
	Single most important image/feeling about its people.....	47
	Is that image/feeling (about its people) positive, neutral, or negative?	47
	Most important image of people who join: 2003 vs. 2001	48
	Single most important image/feeling about its leaders	49
	Is that image/feeling (about its leaders) positive, neutral, or negative?.....	49
	Likelihood to recommend by image of the military	51
	Favorable images of military by race.....	51
	General/Negative images of military by race	51
	Likelihood to recommend by image of people who join	52
	Favorable images of people who join by race	53
	General/Negative images of people who join by race	53

Likelihood to recommend by image of military leaders.....	53
Favorable images of military leaders by race	54
General/Negative images of military leaders by race	54

PAGE LEFT BLANK INTENTIONALLY

SECTION I. INTRODUCTION

In response to the recommendations made by the Eskew/Murphy review (1999) and the National Research Council report *Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment* (2001)¹, the Department of Defense (DoD) began conducting Adult Polls in May 2001 to inform efforts aimed at engaging influencers of youth and to increase the amount of recruitment information available regarding parents and adult influencers.

The primary purpose of the Adult Polls is to measure the likelihood of adults to recommend military service to youth. In addition, it is the intent of the DoD to use this poll to gain a better understanding of adults' attitudes toward military service that can later be used to guide advertising or outreach campaigns. This information is expected to help the Department gain a better understanding of adults' view of the U.S. military and ultimately assist the Services in meeting their accession requirements.

The September 2003 Adult Poll 5 marks the fifth measurement of adult attitudes regarding the military and their likelihood to recommend military service to youth. This report documents the results of this poll by attempting to answer three primary research questions:

- 1. How likely are adults to recommend military service to youth?**
- 2. What are adults' attitudes toward the military (i.e., favorability, knowledge, and impressions)?**
- 3. What factors influence adults' likelihood to recommend the military?**

¹ National Research Council (2003). Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment. Committee on the Youth Population and the Military Recruitment. Paul Sackett and Anne Mavor, editors. Division of Behavioral and Social Sciences and Education. Washington, DC: The National Academies Press.

ORGANIZATION OF THIS REPORT

This report is divided into five sections:

- Section I.** *Introduction* - provides the background on the purpose and objectives of the Adult Poll, the methodology and research approach, and demographic profile of the survey respondents.
- Section II.** *Likelihood to Recommend* - answers the first research question about adults' likelihood to recommend military service to youth. This section also makes a comparison between parents and non-parents of youth, as well as between recommending military service as a post-high school versus a post-college option.
- Section III.** *Adult Attitudes Toward the Military, the Economy, and the War on Terrorism* - answers the second research question regarding adults' attitudes toward the military. In addition to favorability and knowledge of the military, Section III examines the kind of advice adults give youth about the military. Adults' opinions on current events and indicators were also reviewed to gain a better understanding of adults' attitudes.
- Section IV.** *Factors Affecting Likelihood to Recommend* - answers the third research question about the factors that affect adults' likelihood to recommend military service. Demographic segmentations and cross-tabulations were used to identify these factors.
- Section V.** *Military Brand Imagery* – covers the special topic addressed in this poll. Details regarding the images and feelings adults associate with military service are discussed and the relationships between the various images and likelihood to recommend are provided.
- Section VI.** *Summary and Conclusion* - summarizes the results of the September 2003 Adult Poll 5.

METHODOLOGY

The September 2003 Adult Poll 5 used random digit dialing administered via Computer Assisted Telephone Interviews (CATI) to collect the data. The poll was fielded between August 15, 2003 and September 29, 2003. Households were screened for the target audience – adults between the ages of 22 and 85. In the case where more than one person in the household met this criterion, the respondent with the most recent birthday prior to the interview date was selected.

A total of 1,224 adults responded to the survey, which took an average of 20 minutes to complete. Black and Hispanic adults were over-sampled and the data were weighted by age, gender, and education to reflect the general population based on 2003 Current Population Survey data. Soft quotas were placed on the eight geographic regions, gender, and race/ethnicity (percent of sample: based on 2000 U.S. Census).

To find confidence intervals and test hypotheses from the September 2003 Adult Poll, the variance for each estimated statistic that takes into account the properties of the study design must be estimated. In the preparation of this report, this was done using the replication method referred to as “Jackknife”.

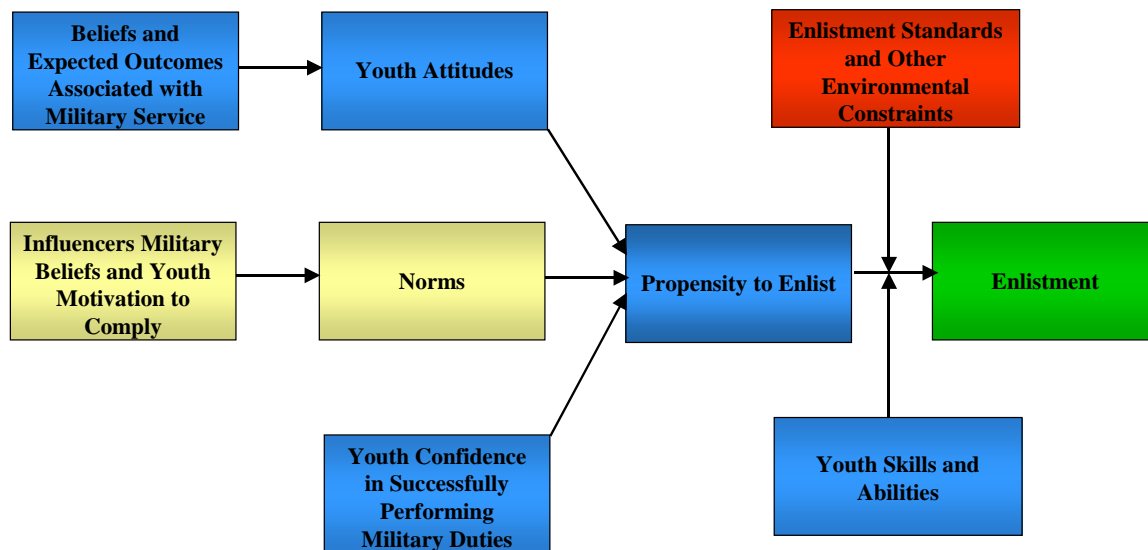
Appendix A contains a detailed technical assessment and description of the research methodology and variance estimation procedures.

APPROACH

Accurate information about youth and adult attitudes, adult recommendations to youth of post-high school options, and enlistment intentions are necessary to help direct the DoD's efforts to maintain a quality all-volunteer military force.

The goal of the Adult Poll is to provide information regarding the factors that affect adults' likelihood of recommending the military to youth, which ultimately impacts the supply of youth enlisting in the military. The figure below displays the conceptual model used in the strategic thinking behind the DoD Youth, Adult and Influencer Polls². According to this model, one's performance or nonperformance of a behavior, in this case military enlistment, is primarily determined by the strength of one's intention to perform or not perform that behavior.

Model of Enlistment Behavior



Looking at the above model, it can be seen that youth are most likely to be propensed if their attitudes and perceived social norms support that behavior. Key determinants of youth's social norms include adults' attitudes regarding military service and the impressions adults give youth through their advice and recommendations.

In line with this model, the Adult Poll focused primarily on adults' likelihood to recommend the military and their:

- Favorability toward the military
- Knowledge of the military
- Advice provided to youth
- Impressions about the military and its members
- Attitudes toward current events (such as the War on Terrorism) and current and future economic conditions

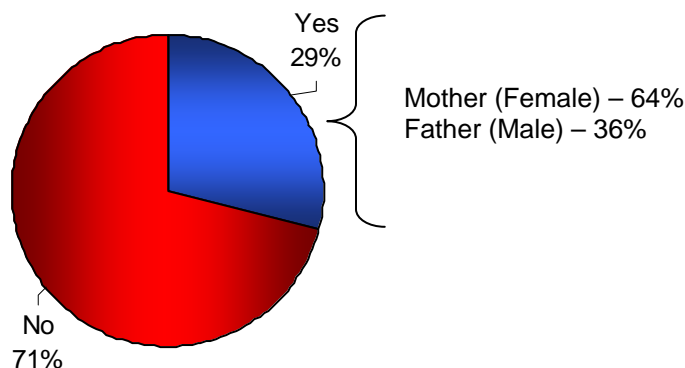
² National Research Council (2003) *Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment*. Committee on the Youth Population and Military Recruitment. Paul Sackett and Anne Mavor, editors. Division of Behavioral and Social Sciences and Education. Washington, DC: The National Academies Press.

RESPONDENT PROFILE

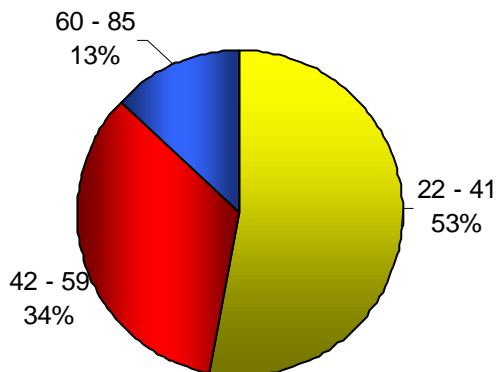
This survey was conducted via telephone using a random digit dial sampling procedure that results in a nationally representative sample. To understand the target population, it was useful to outline some of their general characteristics. The following charts display the unweighted demographic segments of the 1,224 survey respondents:

- Children between ages of 12 and 21 (Mother/Father)
- Age
- Gender
- Race/Ethnicity
- Highest level of education
- Marital status
- Annual household income
- Current employment status
- Type of interaction (other than parent)
- Current/prior military service

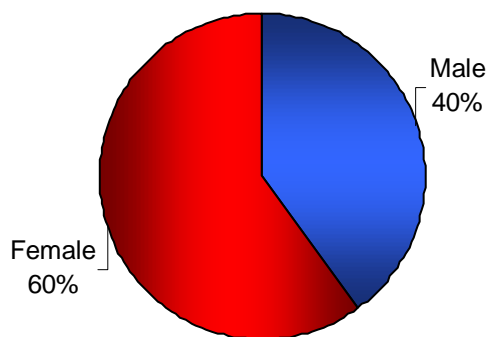
**Children between the ages of 12 and 21
(Mother/Father)**



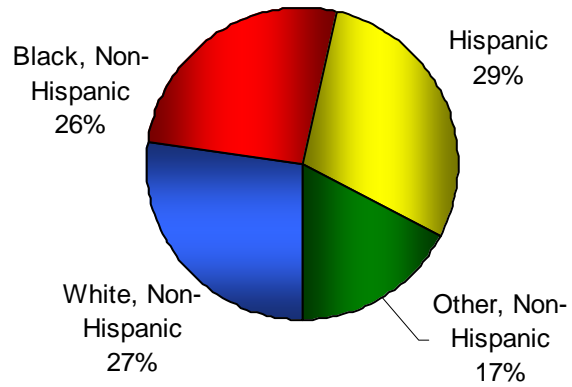
Age



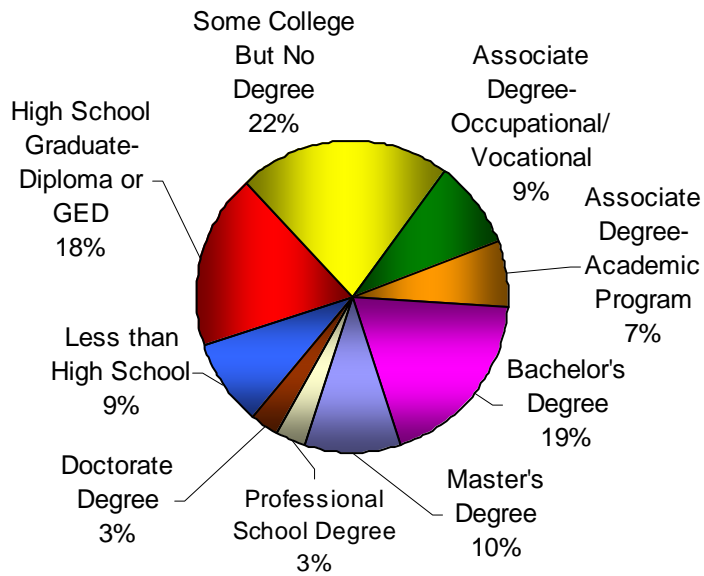
Gender



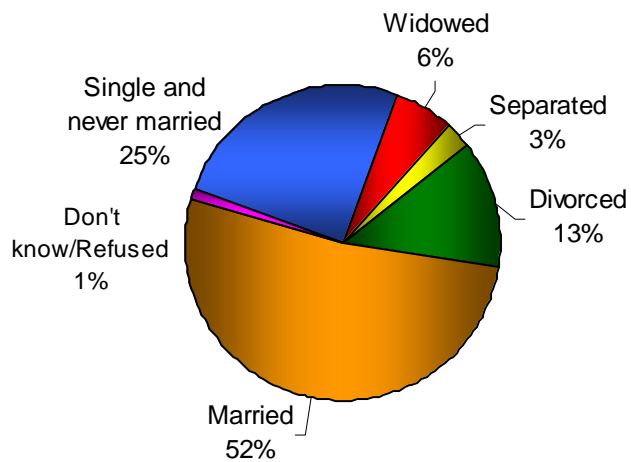
Race/Ethnicity



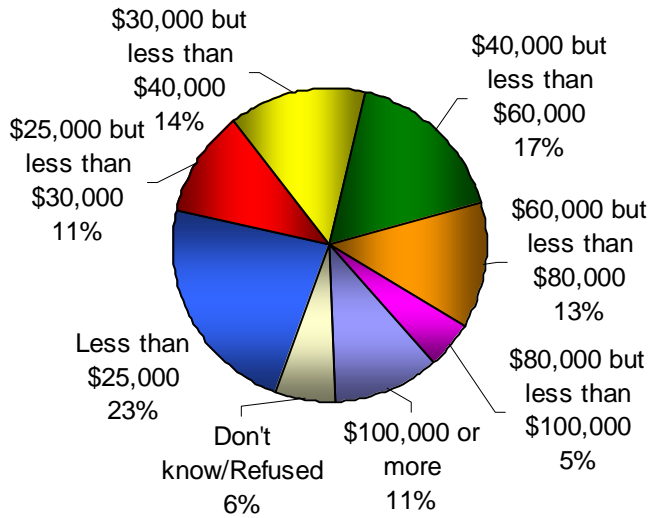
Highest level of education completed



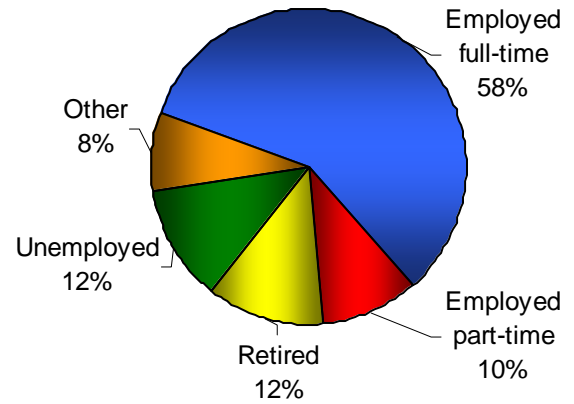
Marital status



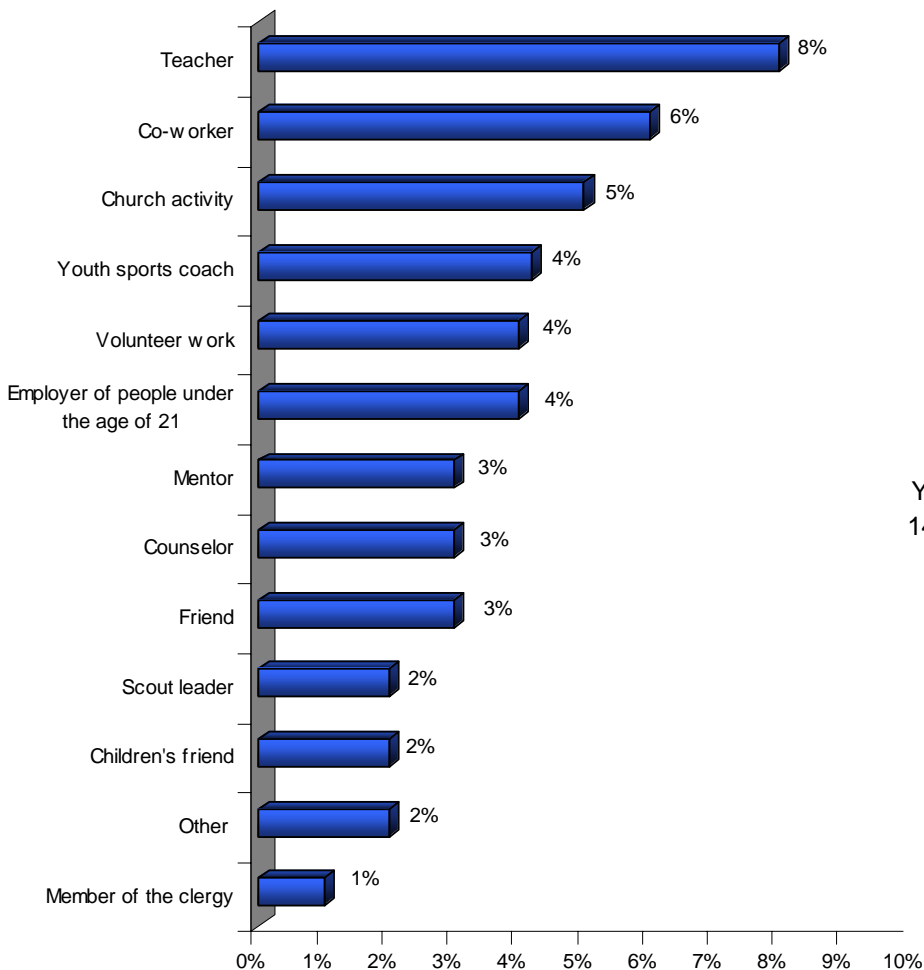
Annual household income



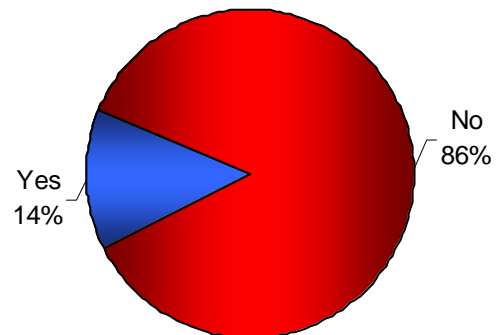
Current employment status



**Type of interaction
(Other than Parent)**



Current/prior military service



SECTION II. LIKELIHOOD TO RECOMMEND

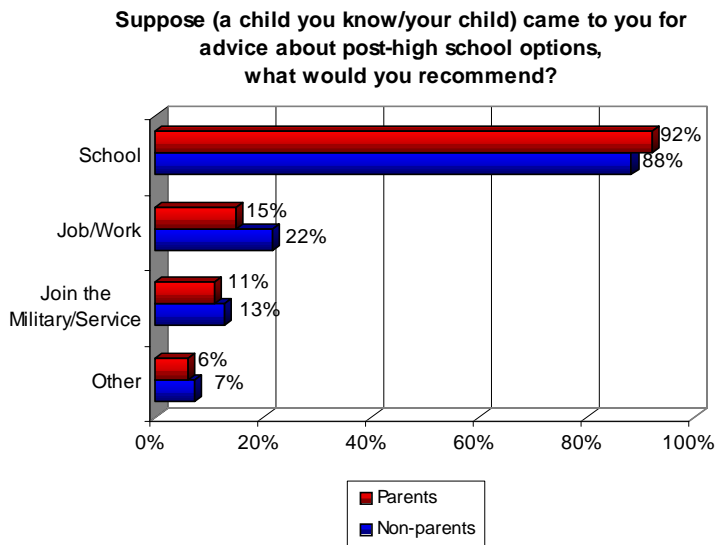
This section of the report answers the first research question, “*How likely are adults to recommend military service to youth?*” As described earlier, it was proposed that adults’ recommendations for military service influence youth’s consideration of the military. In turn, consideration is expected to affect youth propensity and ultimately the decision to enlist.

The September 2003 Adult Poll 5 measured likelihood to recommend among non-parents and parents of youth age 12 to 21 (for the purposes of this report, “parents” refers to adults with children age 12 to 21, while “non-parents” refers to adults who do not have children between the ages of 12 to 21). In the cases where respondents were a parent, they were asked about the recommendations they would make to their own child. In contrast, if respondents did not have a child between the ages of 12 to 21, they were asked about the recommendations they would make to a youth they know between the ages of 12 to 21.

Adults were first asked to mention any post-high school options they would consider recommending to youth they know or to their own children. Adults were then read a list of specific options and asked to rate the likelihood that they would recommend each of them. Finally, adults were asked the likelihood of recommending military service to youth who had just earned their college degree.

POST-HIGH SCHOOL OPTIONS

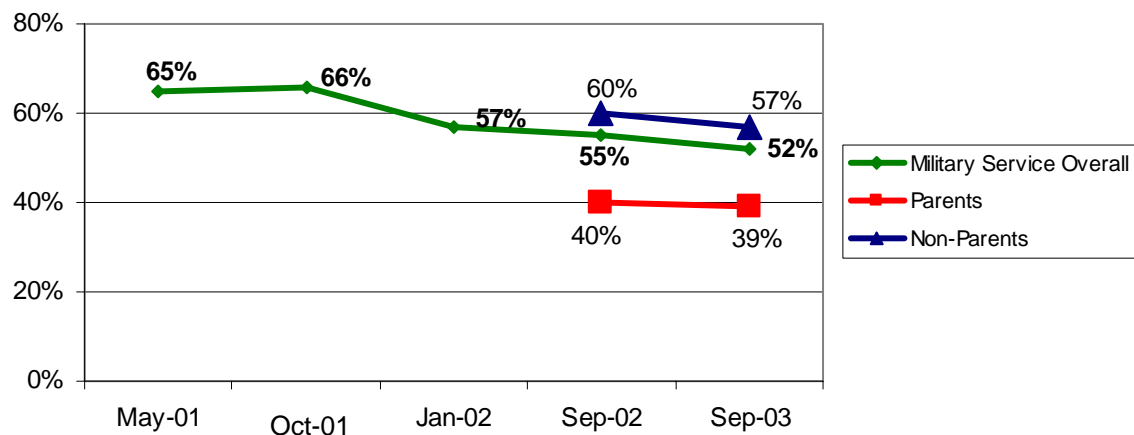
When asked what post-high school options they would recommend, most adults mentioned school (i.e., any formal training/education). Eighty-eight percent of non-parents would recommend school to a youth they know, compared to 92% of parents who would recommend school to their own children.



OVERALL LIKELIHOOD TO RECOMMEND THE MILITARY

Adults were asked to rate their likelihood of recommending a list of specific post-high school options, one of which was the military. The proportion of adults likely to recommend the military was at an all-time low of 52%, a decline of 3 percentage points from September 2002. Although the proportion of adults likely to recommend decreased from last year, non-parents remain much more likely than parents to recommend the military (57%, 39% respectively). Results of the other specific post-high school options are displayed on the following pages³.

Overall likelihood to recommend military service
(Both parents and non-parents of youth age 12 to 21 - % Likely or Very Likely):



PARENT AND NON-PARENT POST-HIGH SCHOOL RECOMMENDATIONS

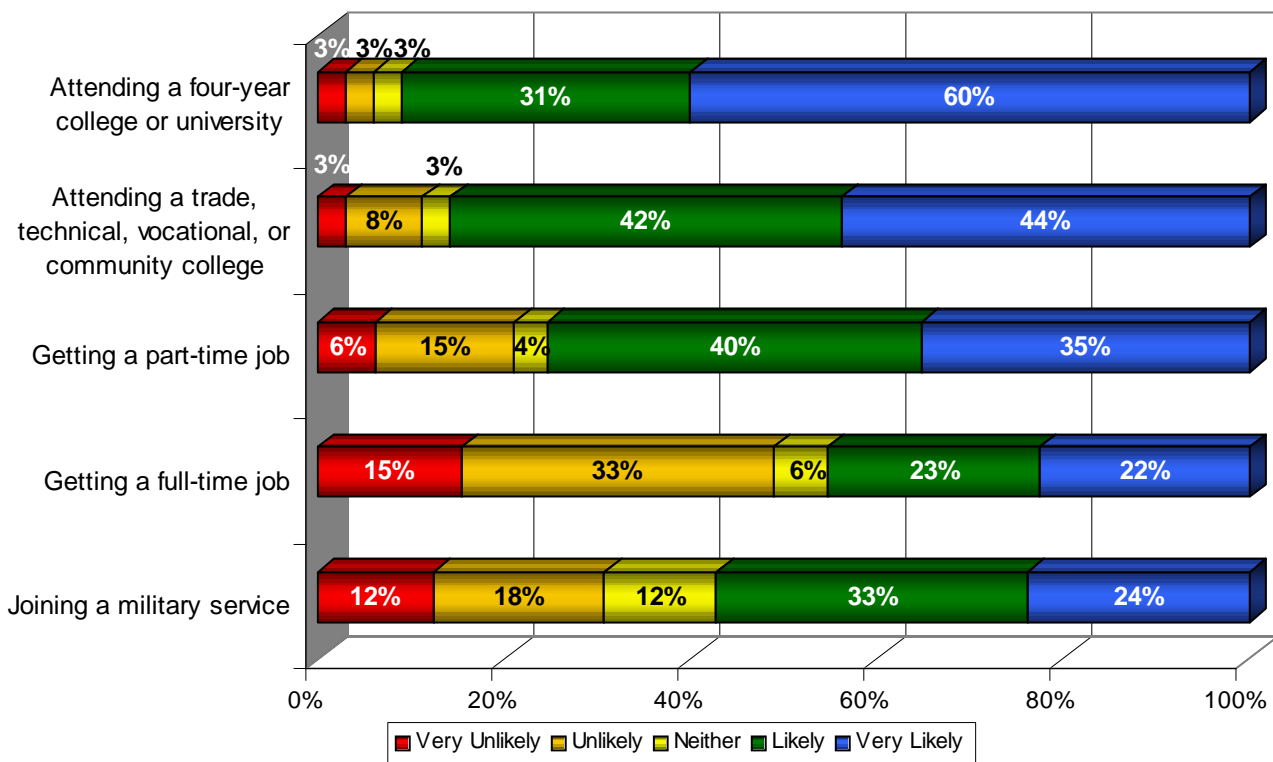
As was the case in September 2002, disparities were evident between non-parents' and parents' recommendations regarding post-high school options. While both groups were most likely to recommend attending a four-year college or university, parents were far less likely to recommend the military.

³ Starting in September 2002 parents were asked specifically about their child whereas non-parents were asked about a youth they know between the ages of 12 and 21.

Non-Parents of Youth Age 12 to 21

Fifty-seven percent of non-parents were likely (likely or very likely) to recommend a military service. This was down three percentage points from the September 2002 Adult Poll. Nine out of ten non-parents (91%) were likely to recommend attending a four-year college/university to a youth they know. Eighty-six percent of non-parents were also likely to recommend attending a trade, technical, or community college, while 75% were likely to recommend getting a part-time job. A smaller proportion would recommend getting a full-time job (45%).

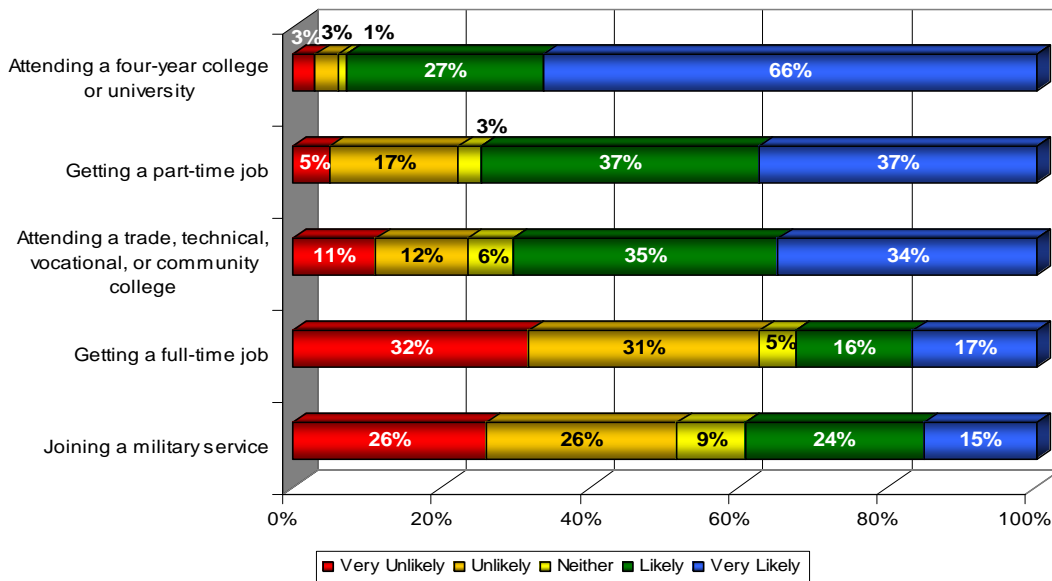
Suppose a youth you know came to you for advice about post-high school options, how likely is it that you would recommend...



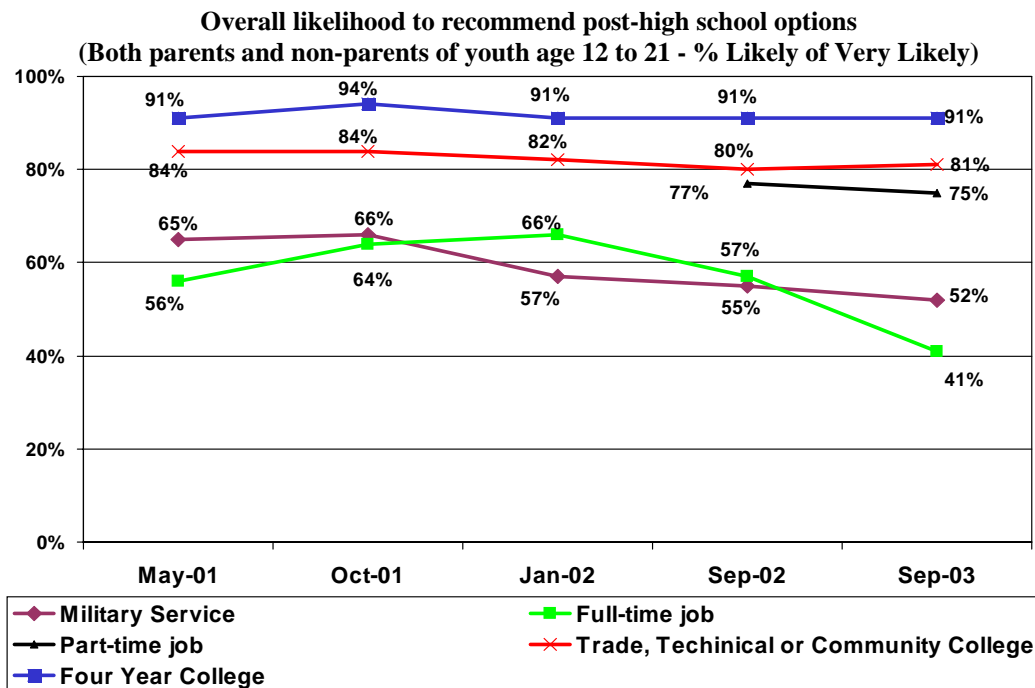
Parents of Youth Age 12 to 21

In contrast to non-parents, parents were reluctant to recommend the military, as only 39% of parents were likely (likely or very likely) to recommend joining a military service. This finding was similar to the September 2002 Adult Poll that reported 40%. Similar to non-parents, parents were more likely to recommend attending a four-year college or university to their child (93%), getting a part-time job (75%) and attending a trade, technical, or community college (69%). A smaller proportion would recommend getting a full-time job (32%).

Suppose your youngest child came to you for advice about post-high school options, how likely is it that you would recommend...



Attending a four-year college and trade/technical, or community college have consistently been the top options recommended. In addition, it is clear that the proportion of adults who would recommend entering the military has fluctuated somewhat and those recommending full-time work has declined.

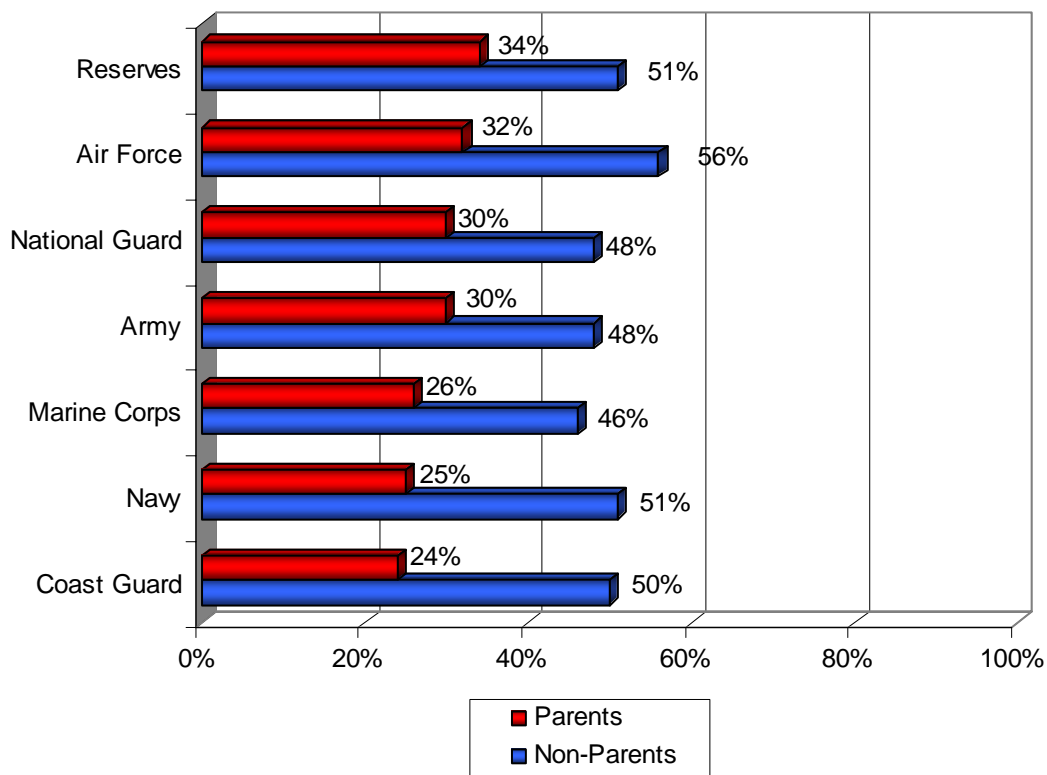


Aug-03 Influencer Poll
 93% - four-year college
 81% - Trade, Technical, etc.
 79% - Part-time Job
 48% - Military Service
 44% - Full-time Job

Likelihood to Recommend Specific Military Options

As was the case in September 2002, the gap between parents and non-parents was also apparent in their likelihood to recommend each of the Services or Components. The likelihood of non-parents to recommend a specific active duty military Service or Component ranged from 46% (Marine Corps) to 56% (Air Force). The proportion of parents likely to recommend a military Service or Component to their children was significantly lower, ranging from 24% (Coast Guard) to 34% (Reserves).

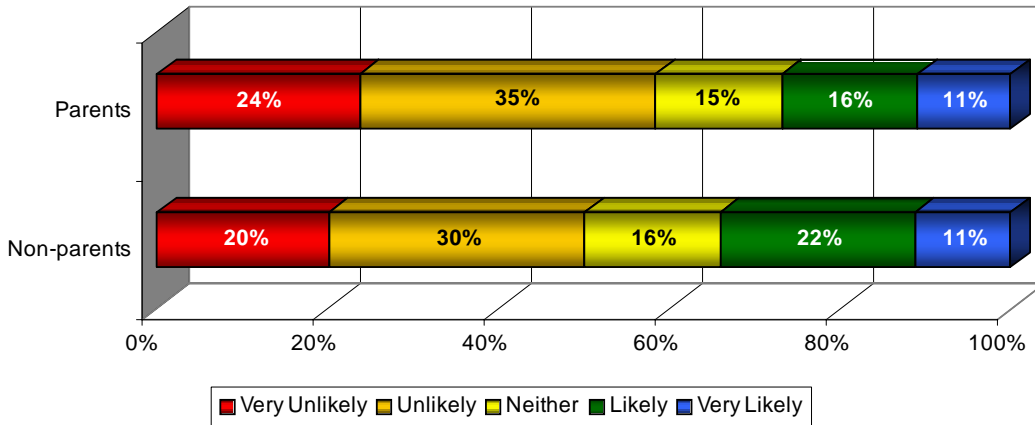
Likelihood you would recommend military options:
Active Duty, Reserves, National Guard
(% Likely and Very Likely)



PARENT AND NON-PARENT POST-COLLEGE RECOMMENDATIONS

Both parents and non-parents were less likely to recommend the military for a youth who just earned their 4-year college degree than they were to a youth as a post-high school option. One-third of non-parents (33%), compared to 27% of parents would recommend the military as a post-college option.

Suppose (a child you know/your child) just earned his/her 4-year college degree, how likely would you be to recommend that he/she enter the military?



A key to understanding adults' likelihood to recommend the military was to identify the factors that influenced their intentions. In *Section V 'Factors Affecting Likelihood to Recommend'* we examine these factors (e.g., demographic patterns).

SUMMARY – LIKELIHOOD TO RECOMMEND

This section answers the first research question regarding how likely adults are to recommend military service to youth. Overall, the patterns were very similar to those of the September 2002 Adult Poll. The proportion of adults who were likely to recommend the military, however, decreased 3 percentage points from September 2002 (55% in 2002; 52% in 2003) and was at its lowest recorded level. Although the proportion of adults likely to recommend decreased from last year, non-parents were still much more likely than parents to recommend the military (57% and 39%, respectively).

When asked to rate the likelihood that they would recommend a list of specific post-high school options, military service was among the lowest rated options. Adults (both parents and non-parents) were more likely to recommend attending a four-year school, attending a trade school or community college, or getting a part-time job than recommending joining the military. A smaller proportion of adults were likely to recommend getting a full-time job.

The trend of adults' likelihood to recommend post-high school options illustrated that attending a four-year college and trade/technical, or community college have consistently been the top options recommended. In addition, it was clear that the proportion of adults who would recommend entering the military has fluctuated somewhat and those likely to recommend getting a full-time work has declined.

PAGE LEFT BLANK INTENTIONALLY

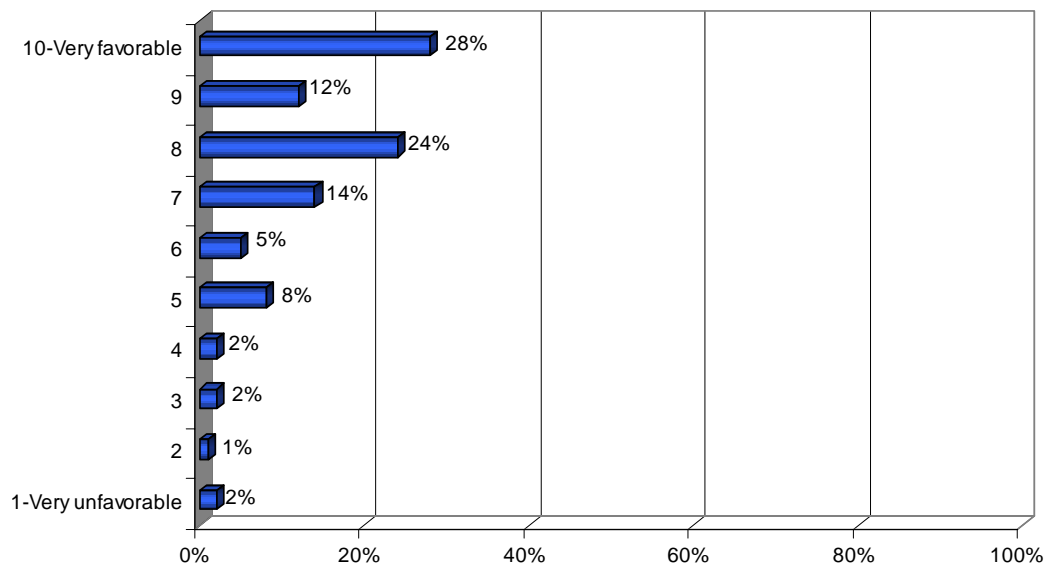
SECTION III. ADULT ATTITUDES TOWARD THE MILITARY, THE ECONOMY, AND THE WAR ON TERRORISM

This section provides insight into the attitudes of adults toward the military by measuring favorability and knowledge of the military, opinions on current economic indicators, and perceptions of the war on terrorism. All of these factors are expected to influence adults' likelihood to recommend military service to youth.

FAVORABILITY

The Adult Poll asked respondents to rate their favorability of the U.S. Military and each of its branches on a 10-point scale (1-very unfavorable...10-very favorable). Overall, adults had a positive view of the military, as 40% rated the military a 9 or higher. This was a decrease of 2 percentage points from the September 2002 Adult Poll. The July 2003 Influencer Poll reported that 46% rated the military a 9 or higher. About two-thirds (64%) of adults rated the U.S. Military an 8 or higher.

Using a 10 point scale where 1 means very unfavorable and 10 means very favorable, how would you rate the U.S. Military?



Adults gave the military a mean rating of 7.8, compared to 7.9 of the general adult population in the September 2002 Adult Poll. The Air Force (8.0) and Navy (7.7) were rated the highest. The Army (7.3) had the lowest mean favorability rating.

Service	Mean Rating October 2001 Adult Poll	Mean Rating January 2002 Adult Poll	Mean Rating September 2002 Adult Poll	Mean Rating July 2003 Influencer Poll	Mean Rating September 2003 Adult Poll
US Military	8.5	8.6	7.9	8.1	7.8
Army	8.0	8.4	7.4	7.5	7.3
Navy	8.4	8.6	7.8	7.9	7.7
Marine Corps	8.5	8.7	7.6	7.8	7.6
Air Force	8.8	8.8	8.1	8.2	8.0
Coast Guard	8.3	8.4	7.5	7.7	7.4
National Guard	8.2	8.4	7.6	7.6	7.4
Reserves	8.2	8.4	7.5	7.7	7.4

Favorability of Military by Demographic Groups

Overall, there were some differences in mean favorability ratings across demographic groups. Male Hispanics rated the U.S. Military the highest (8.7), while Black (Non-Hispanic) Females rated the military the lowest (6.8). With regard to parents and non-parents, the mean rating for parents was 8.0 compared to 7.8 for non-parents. Non-parents and mothers rated the Army among the lowest, while fathers rated the National Guard and Reserves among the lowest. Conversely, mothers rated the National Guard and Reserves among the highest. In general, the Air Force was the highest or among the highest for all of the demographic groups.

Mean Favorability Rates

	U.S. Military	Army	Navy	Marine Corps	Air Force	Coast Guard	Natl Guard	Reserves
Parents vs. Non-parents								
Parents (n=357)	8.0	7.5	7.6	7.6	8.0	7.4	7.6	7.6
Mother (n=230)	7.8	7.3	7.6	7.7	7.8	7.3	7.8	7.8
Father (n=127)	8.2	7.7	7.6	7.6	8.3	7.5	7.3	7.3
Non-parents (n=866)	7.8	7.2	7.8	7.6	8.0	7.4	7.4	7.3
Age								
22 – 41 (n=646)	7.7	7.4	7.7	7.7	8.0	7.4	7.5	7.6
42 – 59 (n=414)	7.8	7.2	7.6	7.5	7.9	7.2	7.3	7.2
60 – 85 (n=164)	8.2	7.5	8.1	7.8	8.3	7.7	7.3	7.3
Race								
White, Non-Hispanic (n=336)	7.9	7.3	7.8	7.7	8.0	7.5	7.4	7.4
Black, Non-Hispanic (n=322)	7.1	6.7	7.1	6.8	7.5	6.8	7.1	7.1
Hispanic (n=353)	8.3	8.2	8.2	8.2	8.6	7.8	8.0	7.9
Other, Non-Hispanic (n=213)	7.8	7.0	7.4	7.3	7.8	6.9	7.3	7.3
Gender								
Male (n=492)	7.8	7.1	7.6	7.5	8.0	7.3	7.0	7.0
Female (n=732)	7.9	7.5	7.9	7.7	8.1	7.6	7.8	7.8

Mean Favorability Rates (continue)

	U.S. Military	Army	Navy	Marine Corps	Air Force	Coast Guard	Natl Guard	Reserves
Race By Gender								
White, Non-Hispanic (Male) (<i>n</i> =127)	7.7	7.0	7.5	7.4	7.8	7.2	6.7	6.8
Black, Non-Hispanic (Male) (<i>n</i> =111)	7.4	6.9	7.3	6.9	7.7	6.9	7.0	6.8
Hispanic (Male) (<i>n</i> =156)	8.7	8.3	8.4	8.5	8.9	7.9	8.1	8.2
Other, Non-Hispanic (Male) (<i>n</i> =98)	7.9	6.8	7.3	7.4	7.9	6.8	7.3	7.2
White, Non-Hispanic (Female) (<i>n</i> =209)	8.1	7.6	8.0	7.9	8.2	7.7	8.0	7.9
Black, Non-Hispanic (Female) (<i>n</i> =211)	6.8	6.6	6.9	6.7	7.4	6.7	7.2	7.2
Hispanic (Female) (<i>n</i> =197)	7.9	8.0	8.0	8.0	8.3	7.6	7.9	7.7
Other, Non-Hispanic (Female) (<i>n</i> =115)	7.7	7.2	7.5	7.3	7.7	7.1	7.4	7.4
Current/Former Military Member								
Yes (<i>n</i> =174)	7.9	6.9	7.6	6.9	7.9	7.1	6.6	6.8
No (<i>n</i> =1,049)	7.8	7.4	7.8	7.8	8.0	7.5	7.6	7.6
Income								
Less than \$25,000 (<i>n</i> =287)	8.1	7.9	8.0	8.0	8.3	7.7	8.1	8.0
\$25,000 but less than \$30,000 (<i>n</i> =137)	8.3	7.6	8.0	8.1	8.5	7.3	7.7	7.8
\$30,000 but less than \$40,000 (<i>n</i> =176)	8.0	7.7	7.8	7.9	7.9	7.3	7.6	7.5
\$40,000 but less than \$60,000 (<i>n</i> =204)	7.9	7.5	8.1	7.8	8.4	7.8	7.6	7.6
\$60,000 but less than \$80,000 (<i>n</i> =153)	7.6	6.8	7.1	7.2	7.7	6.9	7.0	7.0
\$80,000 but less than \$100,000 (<i>n</i> =66)	7.4	6.8	7.2	6.6	7.8	7.4	6.7	7.0
\$100,000 or more (<i>n</i> =131)	7.2	6.6	7.6	7.1	7.1	7.1	6.7	6.8
Marital Status								
Single and have never been married (<i>n</i> =306)	7.5	7.0	7.5	7.4	7.8	6.9	7.2	7.2
Widowed (<i>n</i> =74)	7.4	7.5	7.8	7.6	8.0	7.7	7.5	7.4
Separated (<i>n</i> =42)	8.0	8.2	8.3	8.5	8.5	8.3	8.3	8.3
Divorced (<i>n</i> =162)	8.2	7.5	7.8	7.9	8.0	7.3	7.6	7.5
Married (<i>n</i> =632)	7.9	7.3	7.8	7.6	8.1	7.5	7.4	7.4
Employment Status								
Employed full-time (<i>n</i> =704)	7.8	7.2	7.7	7.6	8.0	7.4	7.3	7.2
Employed part-time (<i>n</i> =126)	7.6	7.1	7.1	7.2	7.7	6.8	7.4	7.3
Retired (<i>n</i> =152)	8.0	7.5	8.1	7.8	8.3	7.7	7.6	7.6
Unemployed (<i>n</i> =149)	8.0	7.7	7.9	8.0	8.3	7.9	7.9	8.1
Other (<i>n</i> =89)	7.6	7.3	7.8	7.5	7.8	7.4	7.5	7.8

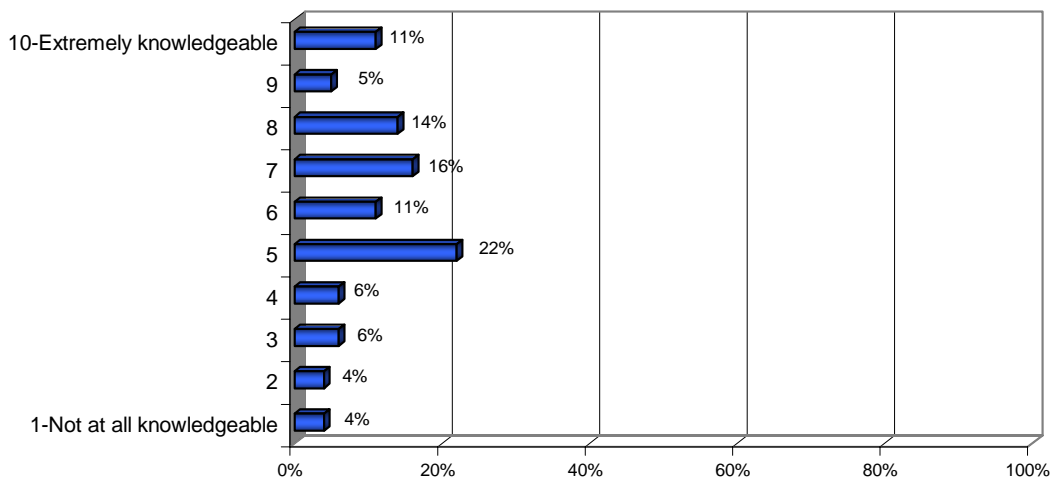
Mean Favorability Rates (continue)

	<i>U.S. Military</i>	Army	Navy	Marine Corps	Air Force	Coast Guard	Natl Guard	Reserves
Education								
Less than High School (<i>n=110</i>)	8.6	8.4	8.7	8.7	8.7	8.1	8.7	8.5
High School Graduate - Diploma or equivalent (<i>n=220</i>)	8.1	7.8	7.9	7.9	8.2	7.4	7.8	7.6
Some College But No Degree (<i>n=264</i>)	7.9	7.2	7.7	7.6	8.2	7.5	7.5	7.6
Associate Degree - Occupation/Vocational (<i>n=112</i>)	8.0	7.6	7.8	7.7	8.2	7.4	7.5	7.4
Associate Degree - Academic Program (<i>n=88</i>)	7.1	6.8	7.5	7.4	7.7	6.8	7.2	7.7
Bachelor's Degree (<i>n=235</i>)	7.5	6.7	7.4	7.2	7.7	7.2	7.0	7.0
Master's Degree (<i>n=124</i>)	8.0	7.6	7.8	7.5	7.9	7.6	7.4	7.3
Professional School Degree (<i>n=31</i>)	8.2	7.8	8.4	8.4	7.3	7.8	6.5	5.8
Doctorate Degree (<i>n=35</i>)	7.8	6.8	7.6	7.1	7.5	7.4	7.4	7.3

KNOWLEDGE

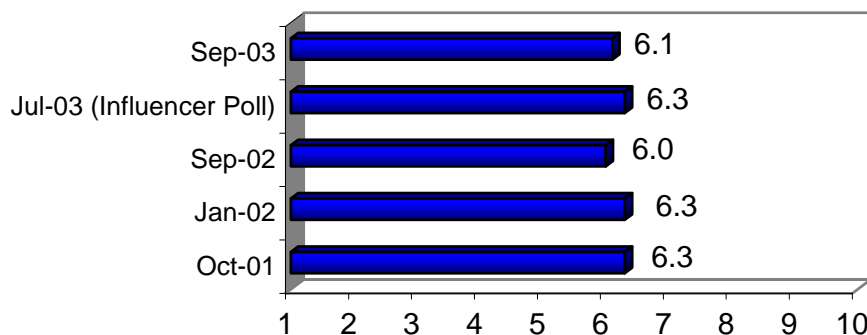
While adults had a favorable view of the U.S. Military, they were not particularly confident in their knowledge of the military. Adults were asked to rate their knowledge of the U.S. Military on a 10-point scale (1-not at all knowledgeable...10-extremely knowledgeable). The mean knowledge rating was 6.1. Thirty percent rated their knowledge as an 8 or higher.

**How knowledgeable are you about the U.S. Military?
(1-Not At All Knowledgeable...10-Extremely Knowledgeable)**



The current rating was similar to the rating in the September 2002 Adult Poll (6.0), but slightly lower than the two prior Adult Poll measurements and the July 2003 Influencer Poll (6.3).

**Knowledge of the Military Overall
(1- Not Knowledgeable...10- Extremely Knowledgeable)**



Knowledge by Demographic Groups

Overall, there were some differences in mean knowledge rating across the demographic groups. The largest difference was between those adults who are currently or were members of the military and those who have never been in the military (8.0, 5.7 respectively). Males reported having more knowledge than females (6.4, 5.8 respectively). Parents had a mean knowledge rating of 6.0 compared to 6.2 for non-parents.

Mean Knowledge Ratings

	Mean Knowledge Rating
Parents vs. Non-parents	
Parents (<i>n</i> =357)	6.0
Mother (<i>n</i> =230)	6.0
Father (<i>n</i> =127)	6.1
Non-parents (<i>n</i> =866)	6.2
Age	
22 – 41 (<i>n</i> =646)	5.8
42 – 59 (<i>n</i> =414)	6.3
60 – 85 (<i>n</i> =164)	6.5
Race	
White, Non-Hispanic (<i>n</i> =336)	6.1
Black, Non-Hispanic (<i>n</i> =322)	6.3
Hispanic (<i>n</i> =353)	6.2
Other, Non-Hispanic (<i>n</i> =213)	6.4
Gender	
Male (<i>n</i> =492)	6.4
Female (<i>n</i> =732)	5.8
Race By Gender	
White, Non-Hispanic (Male) (<i>n</i> =127)	6.4
Black, Non-Hispanic (Male) (<i>n</i> =111)	6.7
Hispanic (Male) (<i>n</i> =156)	6.5
Other, Non-Hispanic (Male) (<i>n</i> =98)	6.9
White, Non-Hispanic (Female) (<i>n</i> =209)	5.8
Black, Non-Hispanic (Female) (<i>n</i> =211)	5.9
Hispanic (Female) (<i>n</i> =197)	6.0
Other, Non-Hispanic (Female) (<i>n</i> =115)	5.9
Current/Former Military Member	
Yes (<i>n</i> =174)	8.0
No (<i>n</i> =1,049)	5.7
Income	
Less than \$25,000 (<i>n</i> =287)	5.9
\$25,000 but less than \$30,000 (<i>n</i> =137)	6.3
\$30,000 but less than \$40,000 (<i>n</i> =176)	6.0
\$40,000 but less than \$60,000 (<i>n</i> =204)	6.6
\$60,000 but less than \$80,000 (<i>n</i> =153)	5.7
\$80,000 but less than \$100,000 (<i>n</i> =66)	6.3
\$100,000 or more (<i>n</i> =131)	6.5

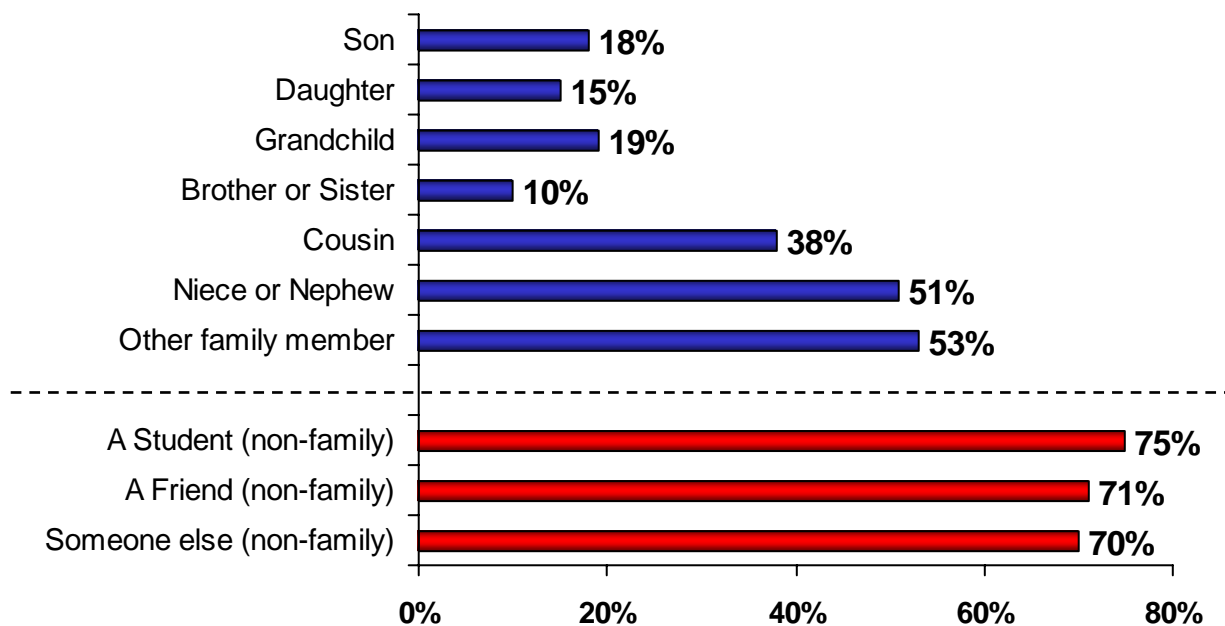
Mean Knowledge Ratings (continue)

	Mean Knowledge Rating
Marital Status	
Single and have never been married (<i>n</i> =306)	5.8
Widowed (<i>n</i> =74)	5.5
Separated (<i>n</i> =42)	7.0
Divorced (<i>n</i> =162)	6.2
Married (<i>n</i> =632)	6.3
Employment Status	
Employed full-time (<i>n</i> =704)	6.0
Employed part-time (<i>n</i> =126)	5.9
Retired (<i>n</i> =152)	6.6
Unemployed (<i>n</i> =149)	5.9
Other (<i>n</i> =89)	6.5
Education	
Less than High School (<i>n</i> =110)	5.7
High School Graduate - Diploma or equivalent (<i>n</i> =220)	5.6
Some College But No Degree (<i>n</i> =264)	6.0
Associate Degree - Occupation/Vocational (<i>n</i> =112)	6.6
Associate Degree - Academic Program (<i>n</i> =88)	6.5
Bachelor's Degree (<i>n</i> =235)	6.2
Master's Degree (<i>n</i> =124)	6.6
Professional School Degree (<i>n</i> =31)	6.8
Doctorate Degree (<i>n</i> =35)	5.8

ADVICE ABOUT/SUPPORT FOR THE MILITARY

To better understand the recommendations adults provided to youth, adults were first asked about the relationships they have with youth. Among the specific options, adults were most likely to be related to a niece or nephew (51%) between the ages of 12 and 21. More than a third had a cousin (38%) and less than a quarter had a grandchild (19%) or son (18%). With regard to non-relatives, 70% or more were acquainted with a student (75%), friend (71%), and/or someone else (70%) between the ages of 12 and 21.

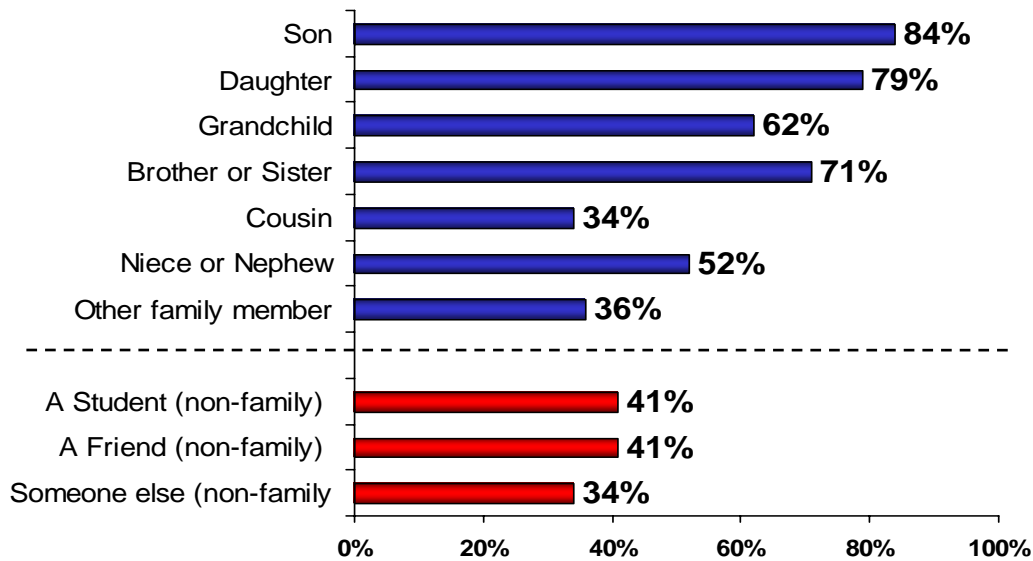
**Do you have a (blank) between the ages of 12 and 21?/
Are you acquainted with a (blank) between the ages of 12 and 21?**



Adults gave a great deal of advice to youth (ages 12-21) about their options after high school, particularly those youth to whom they are related. More than three out of four parents gave advice to their sons (84%) and daughters (79%) about various post-high school options, and about one in three adults gave advice to their cousins (34%) or other family members (36%). More than four in ten gave advice to non-family members, such as friends (41%) or students (41%).⁴

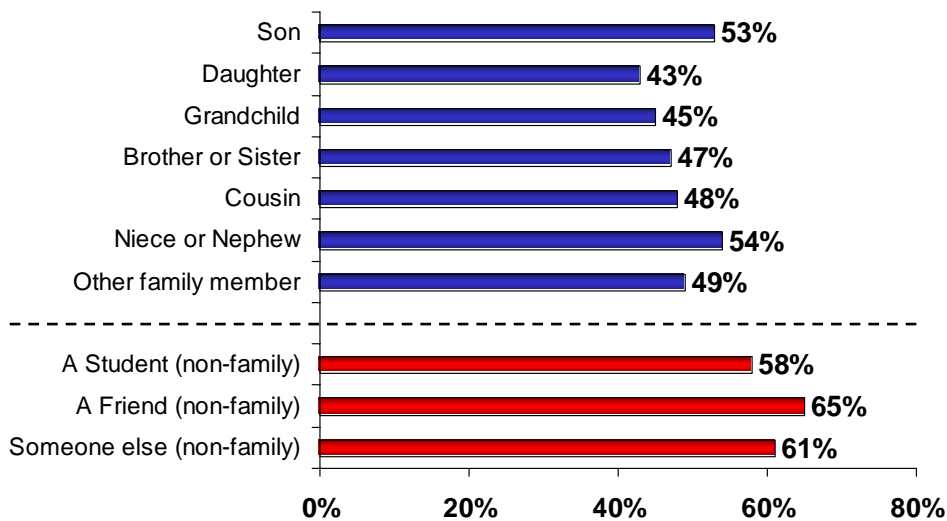
⁴ Percentage based on subset of adults who are acquainted with various youth

Did you give advice in the last year to (blank) who is between the ages of 12 and 21 about various post-high school options?



When advice was given it was more likely to include the military when the advice was provided to a friend (65%) or someone else who is not a family member (61%). Adults were less likely to provide military advice to their daughters (43%) and grandchildren (45%). Just over half (53%) gave military advice to their sons, significantly less than the 69% measured in the September 2002 Adult Poll.⁵

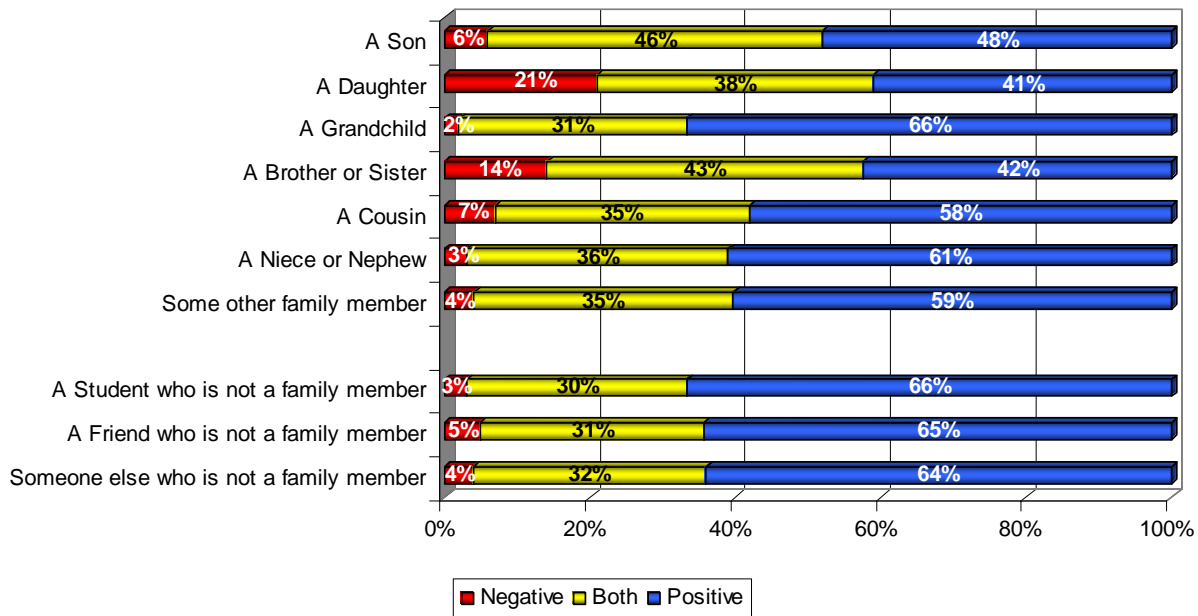
Was any of the advice that you gave about the military?



⁵ Percentage based on subset of adults who gave advice about post-high school options

As was the case in September 2002, adults reported that they provided more positive advice about the military to their niece/nephew, grandchild, cousin, and non-family members than to their sons, daughters, or brothers/sisters. Sons tended to receive a more balanced view of the military, as 46% of those who gave military advice to their son indicated that it was both positive and negative. Daughters were the most likely to receive negative advice (21%).⁶

Was the advice about the military positive, negative or both?



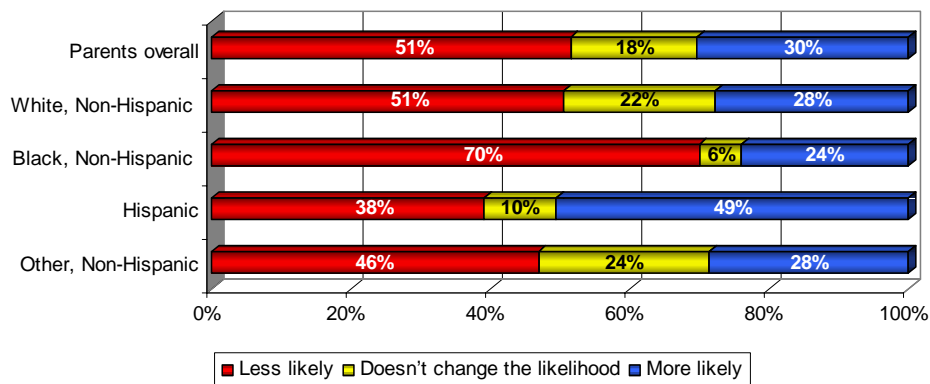
⁶ Percentage based on subset of adults who gave military advice

CURRENT EVENTS

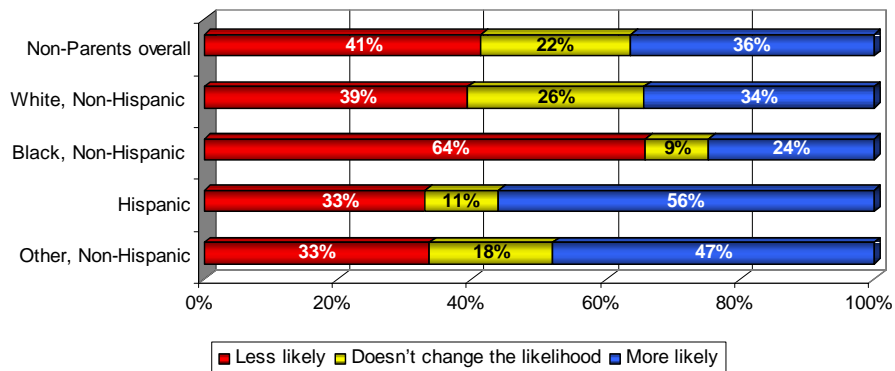
War on Terrorism

Not surprisingly, the war on terrorism has had a greater negative effect on parents' likelihood to recommend the military to their own children than it has on non-parents' likelihood to recommend. Half of parents (51%) reported that the war on terrorism has made them less likely to recommend the military to their children. Among both parents and non-parents, two-thirds of Black, non-Hispanic adults indicated that they were less likely to recommend the military based on the current situation with the war on terrorism.

**Does the current situation with the war on terrorism make you more likely or less likely to recommend the military
(Parents)**



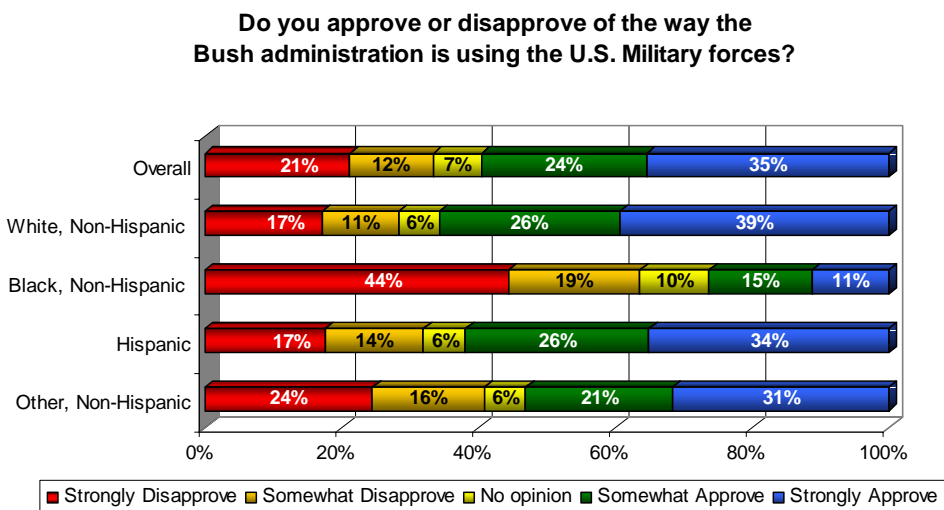
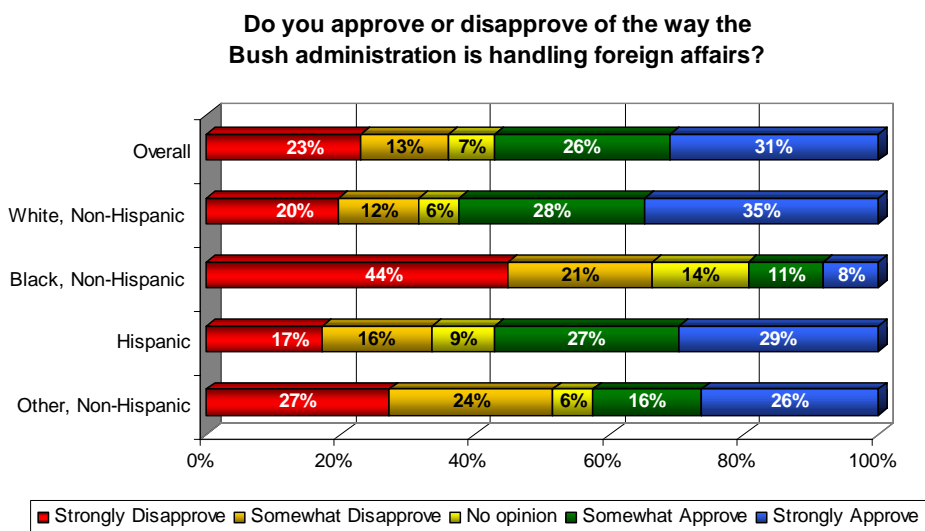
**Does the current situation with the war on terrorism make you more likely or less likely to recommend the military
(Non-Parents)**



Bush Administration

More than half of adults approve (somewhat or strongly) of the way the Bush administration has been handling foreign affairs (57%) and using the U.S. military forces (59%). On the other hand, slightly more than a third disapprove (somewhat or strongly) of the handling of foreign affairs (36%) and the use of military forces (33%).

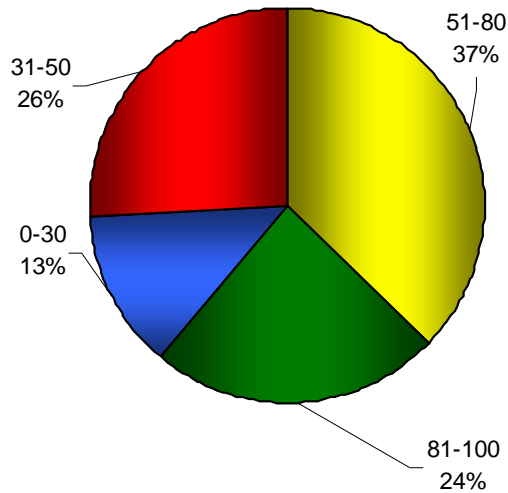
Over half of Other, non-Hispanic adults (51%) and two-thirds of Black, non-Hispanic adults (65%) disapprove of the way the Bush administration is handling foreign affairs, while a majority of White, non-Hispanic adults (63%) and Hispanic adults (56%) approve. When asked about the way the Bush administration is using military forces, nearly two-thirds of Black, non-Hispanic adults (63%) disapprove, compared to 28% of White, non-Hispanic adults, 31% of Hispanic adults, and 40% of Other, non-Hispanic adults.



Chances of Combat

Adults were asked to rate the chance (from 0 to 100 percent) that a young person who entered the military today would be directly involved in combat at some point during their first four years of Service. The mean rating was 64%. Thirty-nine percent reported a chance rating of 50 or less. On the other hand, a quarter (24%) reported a chance rating of more than 80%.

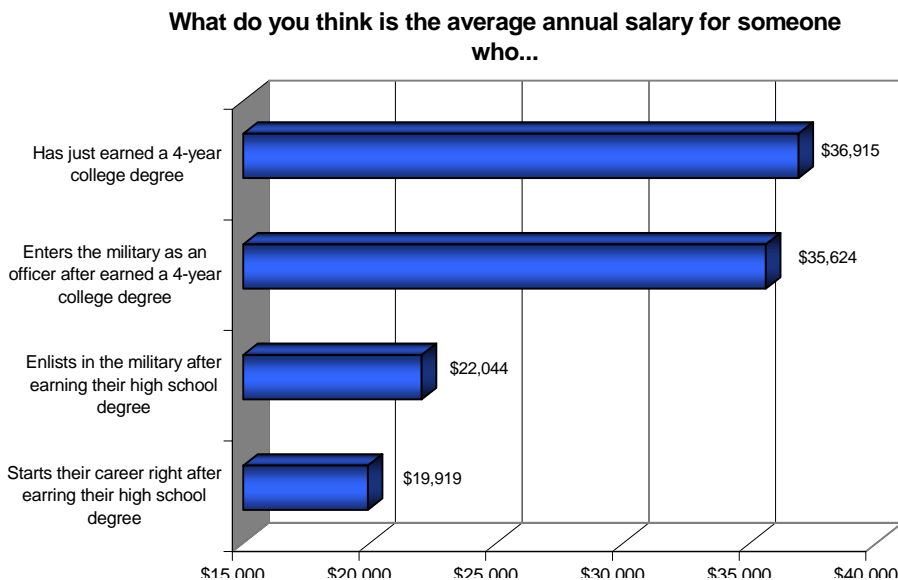
What do you think the chance (0-100) is that a young person who entered the military today would be directly involved in combat at some point during their first four years of Service?



ECONOMIC CONSIDERATIONS

Average Annual Salary

Adults reported that they believed the average salary for someone who enlisted in the military after earning their high school degree (\$22,044) was higher than the average salary for someone who started their career right after earning their high school degree (\$19,919). However, respondents reported the average salary for someone who just earned a 4-year college degree is \$36,915, compared to \$35,624 for someone who entered the military as an officer after earning a 4-year college degree.



The results of the Adult Poll appear consistent with recent salary data. According to a 2001 Rand report⁷, the average civilian job salary for a person just finishing high school with no prior work experience is approximately \$16,014. In comparison, the average 1st year enlisted person earns approximately \$22,960. The average civilian job salary for a person just finishing college with no prior work experience is \$24,247 while a 1st year officer's salary is \$35,506.

It is important to keep in mind that while the estimates from the Rand report are valuable in that they provide a direct comparison between military and civilian jobs they are from a 2001 report using 2000 data and are likely lower than today's actual average salaries. For example, the National Association of Colleges and Employers⁸ report that the average starting salary for winter 2004 graduates range from \$30,153 for liberal arts graduates to \$52,563 for chemical engineering graduates. These newer estimates represent a sizeable increase from those reported in the Rand report. It is unknown at this point if average salaries for military personnel or high school graduates have increased at a similar pace.

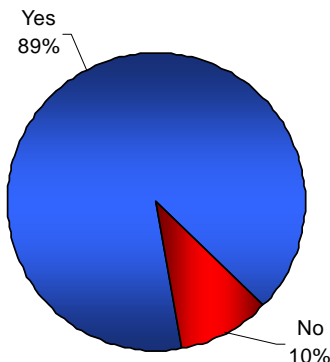
⁷ Asch, B. J., Hosek, J. R., & Warner, J. T. (2001). *An Analysis of Pay for Enlisted Personnel*. National Defense Research Institute (Prepared by Rand).

⁸ National Association of Colleges and Employers (Winter 2004). *Salary Survey*.

Cost of College

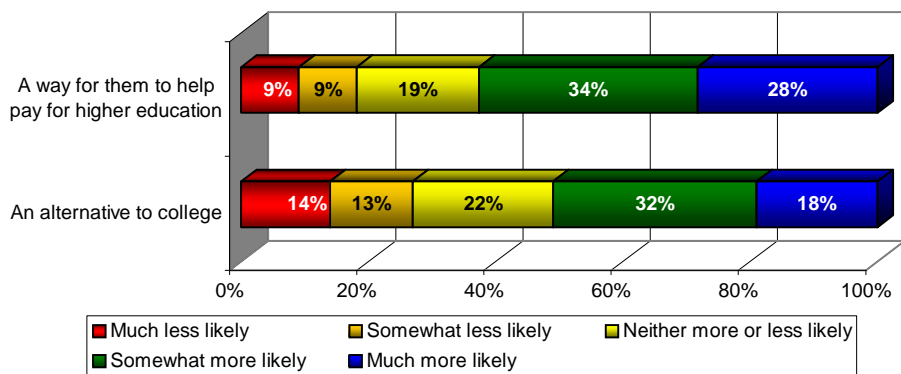
A vast majority of adults (89%) believe that college is becoming too expensive. The results across race/ethnic groups were very similar – White, non-Hispanics: 89%; Black, non-Hispanic 91%; Hispanic 90%; and Other non-Hispanic 91%.

Do you think college is becoming too expensive?



Adults reported that the rapidly increasing cost of tuition has had a positive effect on their likelihood to recommend the military. Sixty-three percent reported that the rising expense of college has made them more likely (somewhat and much more likely) to recommend the military as a way to help pay for higher education and 51% said it made them more likely to recommend the military as an alternative to college.

To what extent would this affect your likelihood to recommend the military service to a young person as...



The results were similar across races/ethnicities. Sixty-three percent of White, non-Hispanic adults, 58% of Black, non-Hispanic adults, 66% of Hispanic adults, and 62% of Other, non-Hispanic adults indicated that the rising cost of college would make them more likely to recommend the military as a way to help pay for college.

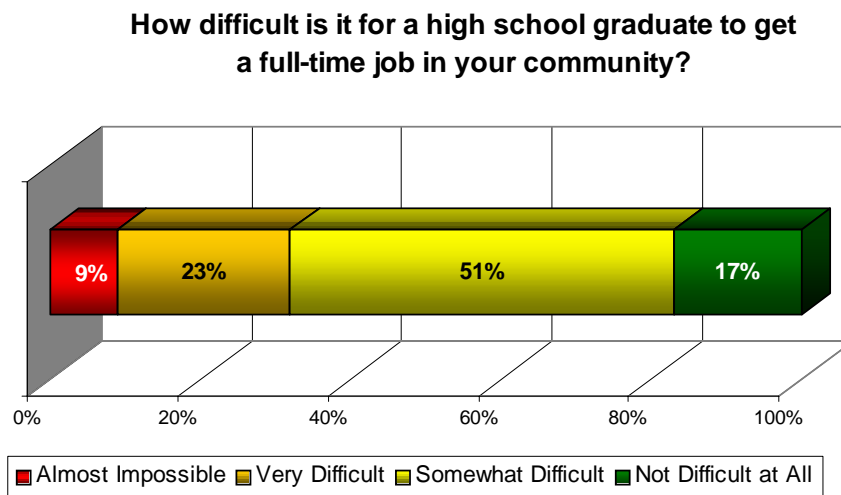
A majority of Hispanic adults (58%) and Other, non-Hispanic adults (55%) reported that the price of college makes them more likely to recommend the military as an alternative to college (White, non-Hispanic adults 50%; Black, non-Hispanic adults, 46%).

ECONOMIC INDICATORS

Obtaining a Job in the Community

A majority of adults (51%) felt it was somewhat difficult for high school graduates to get a full-time job in their community. Nearly one in five (17%) believed it was not difficult at all, but 32% felt it was very difficult or almost impossible.

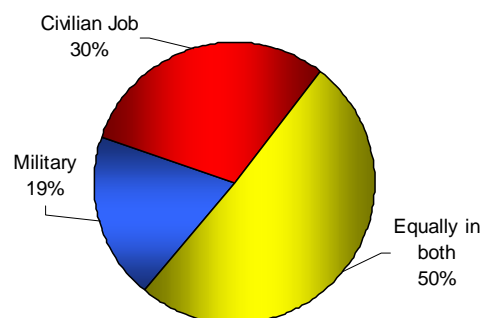
Black, non-Hispanic adults (41%) were more likely to believe that it would be very difficult or impossible to obtain a full-time job in their community than other groups (White, non-Hispanic adults 30%; Hispanic adults 35%; Other, non-Hispanic adults 30%). Hispanic adults (21%) and Other, non-Hispanic adults (23%) were more likely to believe that obtaining a full-time job in their community would not be difficult at all (White, non-Hispanic adults 16%; Black, non-Hispanic adults 13%).



When asked if individuals were more likely to have a good paying job in the military or in a civilian occupation, 30% of adults reported that a good paying job was more likely to be found in a civilian job rather than the military. Half of adults reported that a good paying job could be found equally in both.

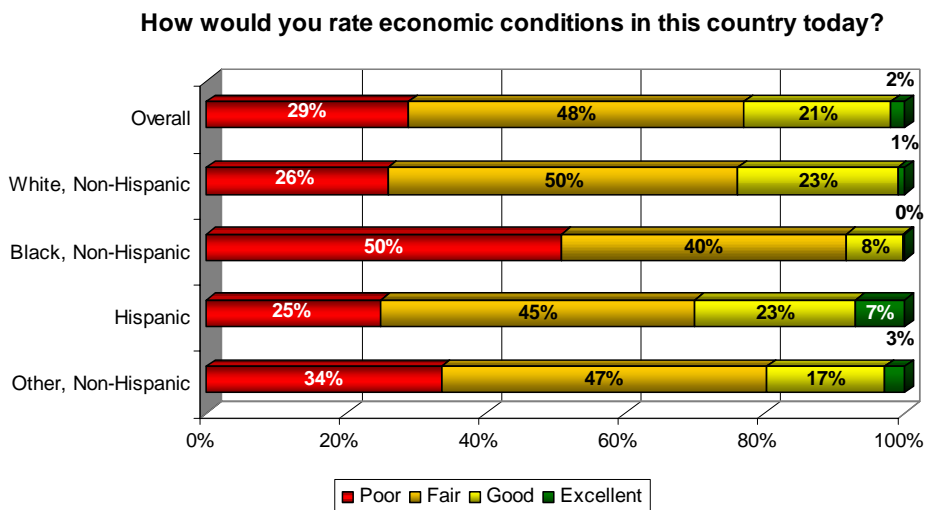
Minorities were more likely to believe that a good paying job could be found in the military than in a civilian occupation (White, non-Hispanic adults 16%; Black, non-Hispanic adults 25%; Hispanic adults 27%; Other, non-Hispanic adults 20%). Approximately half of each racial/ethnic group felt that a good paying job could be found equally in both.

Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both?



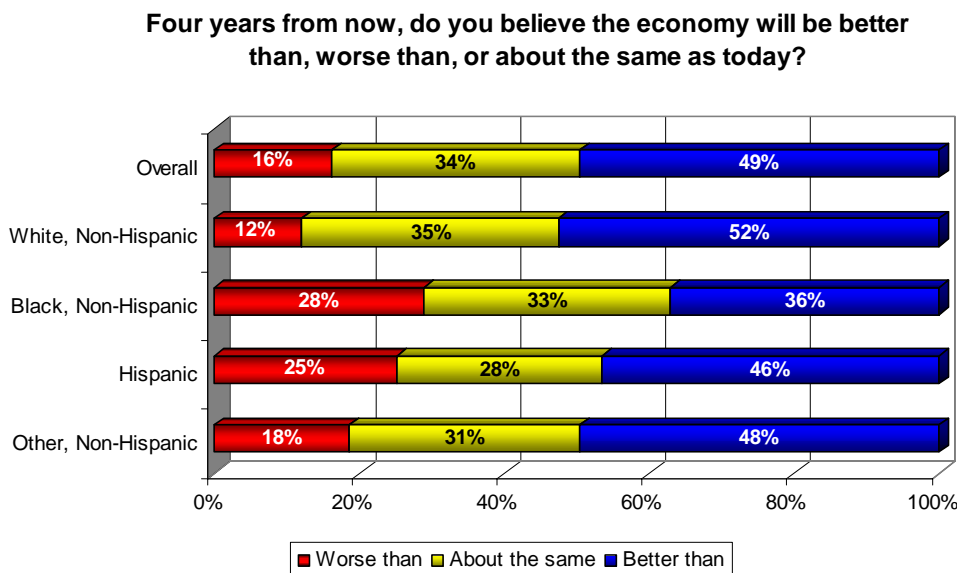
The Economy

Close to one out of two adults (48%) rated the current U.S. economic conditions as fair, while 29% reported that economic conditions were poor. Twenty-three percent viewed the economy as good or excellent. When broken down by race/ethnicity, White, non-Hispanic (25%) and Hispanic adults (30%) were more likely to rate today's economy as good or excellent (Black, non-Hispanic 8%, Other, non-Hispanic 3%). Half of Black, non-Hispanic adults rated the economy as poor.



Perceptions of the future look brighter, as 49% of adults reported that they think the economy four years from now will be better than today. A third (34%) believed that economic conditions will stay the same.

White, non-Hispanic adults were most optimistic, with half (52%) indicating that the economy will improve, compared to 36% of Black, non-Hispanic adults, 46% of Hispanic adults, and 48% of Other, non-Hispanic adults. A quarter of Black, non-Hispanic adults (28%) and Hispanic adults (25%) believed the economy will be worse four years from now.



SUMMARY – ADULT ATTITUDES TOWARD THE MILITARY, THE ECONOMY, AND THE WAR ON TERRORISM

This section answers the second key research question regarding the attitudes of adults toward the military, opinions on current economic indicators, and perceptions of the war on terrorism.

Overall, the patterns of the September 2003 Adult Poll 5 were very similar to those of the September 2002 Adult Poll. Adults indicated that they have relatively high favorability toward the military and the Services, but they did not rate their knowledge of the military as high. In addition, when adults gave advice to youth about the military as a post-high school option, it was frequently positive or neutral. They believed that the U.S. economy will get better, and have somewhat mixed opinions about the economy and current events..

The mean favorability rating of the military was 7.8, compared to 7.9 for the general adult population in the September 2002 Adult Poll and 8.1 in the July 2003 Influencer Poll. Adults rated the Air Force (8.0) and Navy (7.7) the highest. As in 2002, the Army (7.3) had the lowest mean favorability rating.

There were some differences in mean favorability ratings across the demographic groups. The mean military favorability rating for parents was 8.0 compared to 7.8 for non-parents. In general, the Air Force was the highest or among the highest for all of the demographic groups.

Although adults report having favorable views of the U.S. Military, they were not as confident in their knowledge. The mean knowledge rating was 6.1. The current rating was similar to the rating in the September 2002 Adult Poll (6.0), but lower than the two prior measurements and the 2003 Influencer Poll (6.3).

There were some differences in mean knowledge rating across the demographic groups. The largest difference was between those adults who are currently or were members of the military and those who have never been in the military (8.0, 5.7 respectively). Parents had a mean knowledge rating of 6.0 compared to 6.2 for non-parents. Males reported having more knowledge than females (6.4, 5.8 respectively).

Adults frequently gave advice to the young people in their lives (ages 12-21) about their options after high school. Adults were more likely to give such advice to their family members than to others outside of their family. However, adults reported discussing the military more often with non-family members. Adults were especially unlikely to provide advice about the military to their daughters or grandchildren. Of the advice given, sons, brothers/sisters, and daughters tended to be given more neutral and negative advice about the military.

Regarding current events, over half of adults at least somewhat approved of the way the Bush administration has handled foreign affairs and used military forces. About a quarter believed that a young person who enters the military today would have a greater than 80% chance of being directly involved in combat at some point during the first four years of service. Six out of ten believed that there was a greater than 50% chance.

About half of adults reported that the current economic conditions were fair. Eight out of ten believed that the economy would be about the same or better four years from now, while 16% believed it would be worse. Half of adults believed young people could find a good paying job in either the military or civilian sector. However, about one-third of adults believed it would be very difficult or impossible for a high-school graduate to find full-time work in their community.

Adults reported that they believed the average salary for someone who enlisted in the military after earning their high school degree was higher than the average salary for someone who started their career right after earning their high school degree. In contrast, adults believed that the average salary in the civilian world for someone who just earned a 4-year college degree was higher than it would be for someone who entered the military as an officer after earning a 4-year college degree.

PAGE LEFT BLANK INTENTIONALLY

SECTION IV. FACTORS AFFECTING LIKELIHOOD TO RECOMMEND

In addition to measuring adults' attitudes toward the military, economic conditions, and the war on terrorism, the Adult Poll investigated the factors that influenced adults' likelihood to recommend the military. Two steps were taken to identify these factors.

- *Demographics* – Adults' likelihood to recommend the military was greatly influenced by their demographic makeup. Examination of key demographics, such as gender, race/ethnicity and age, yielded several distinguishable factors that play a role in adults' intentions or willingness to suggest the military as a viable option to youth.
- *Cross-tabulations* – Examination of responses to other questions crossed by adults' likelihood to recommend the military provided valuable insight. These results enhanced the understanding of the factors that influenced adults' likelihood to recommend the military.

DEMOGRAPHICS

Adults' likelihood to recommend the military varied across several of the demographic segments examined. Adults with a Master's degree and mothers were the least likely to recommend the military (33%, 37% respectively), while current or former military members were the most likely (70%). As discussed earlier, non-parents were more likely to recommend the military than parents (57% vs. 39%). With regard to age, adults between the ages of 60 and 85 were the most likely to recommend the military, followed by adults between 22 and 41 years of age. With regard to race, Hispanics were the most likely, while Other, non-Hispanic and Black, non-Hispanic adults were the least likely to recommend the military.

Likelihood to Recommend by Demographic Segment

	Likelihood to Recommend
Parents vs. Non-parents	
Parents (<i>n</i> =357)	39%
Mother (<i>n</i> =230)	37%
Father (<i>n</i> =127)	42%
Non-parents (<i>n</i> =866)	57%
Age	
22 – 41 (<i>n</i> =646)	56%
42 – 59 (<i>n</i> =414)	41%
60 – 85 (<i>n</i> =164)	63%
Race	
White, Non-Hispanic (<i>n</i> =336)	52%
Black, Non-Hispanic (<i>n</i> =322)	46%
Hispanic (<i>n</i> =353)	62%
Other, Non-Hispanic (<i>n</i> =213)	49%
Gender	
Male (<i>n</i> =492)	55%
Female (<i>n</i> =732)	50%

Likelihood to Recommend by Demographic Segment (continue)

	Likelihood to Recommend
Race By Gender	
White, Non-Hispanic (Male) (n=127)	52%
Black, Non-Hispanic (Male) (n=111)	56%
Hispanic (Male) (n=156)	68%
Other, Non-Hispanic (Male) (n=98)	56%
White, Non-Hispanic (Female) (n=209)	52%
Black, Non-Hispanic (Female) (n=211)	39%
Hispanic (Female) (n=197)	55%
Other, Non-Hispanic (Female) (n=115)	40%
Current/Former Military Member	
Yes (n=174)	70%
No (n=1,049)	48%
Income	
Less than \$25,000 (n=287)	62%
\$25,000 but less than \$30,000 (n=137)	69%
\$30,000 but less than \$40,000 (n=176)	47%
\$40,000 but less than \$60,000 (n=204)	63%
\$60,000 but less than \$80,000 (n=153)	45%
\$80,000 but less than \$100,000 (n=66)	46%
\$100,000 or more (n=131)	38%
Marital Status	
Single and have never been married (n=306)	54%
Widowed (n=74)	55%
Separated (n=42)	39%
Divorced (n=162)	48%
Married (n=632)	53%
Employment Status	
Employed full-time (n=704)	48%
Employed part-time (n=126)	50%
Retired (n=152)	65%
Unemployed (n=149)	60%
Other (n=89)	51%
Education	
Less than High School (n=110)	71%
High School Graduate - Diploma or equivalent (n=220)	56%
Some College But No Degree (n=264)	55%
Associate Degree - Occupation/Vocational (n=112)	62%
Associate Degree - Academic Program (n=88)	42%
Bachelor's Degree (n=235)	50%
Master's Degree (n=124)	33%
Professional School Degree (n=31)	67%
Doctorate Degree (n=35)	45%

CROSS-TABULATIONS

As discussed in Section III, adults were asked about their favorability toward and knowledge of the military, and attitudes and opinions regarding current events and economic conditions. Responses to several of these items were examined for parents and non-parents to identify factors that played a role in influencing adults' likelihood to recommend the military.

Likelihood to Recommend By Favorability Ratings

The pattern of adults' likelihood to recommend the military by their favorability ratings was similar to the results found in previous polls. Adults who rated the military more favorably tended to be more likely to recommend the military. Thus, favorability continues to be a factor that is highly collinear with likelihood to recommend the military.

	Overall (n=1,224)	Parent (n=357)	Non-Parent (n=866)
10-Very favorable	66%	57%	69%
9	64%	32%	76%
8	60%	45%	66%
7	47%	25%	53%
6	36%	33%	37%
5	26%	17%	30%
4	6%	-	7%
3	1%	-	1%
2	5%	-	7%
1-Very unfavorable	8%	2%	12%

Likelihood to Recommend By Knowledge Ratings

Similar to favorability, adults' knowledge of the military played a role in their likelihood to recommend the military. Adults who rated themselves as more knowledgeable were more likely to recommend the military.

	Overall (n=1,224)	Parent (n=357)	Non-Parent (n=866)
10-Extremely Knowledgeable	66%	46%	77%
9	53%	59%	53%
8	65%	63%	66%
7	59%	34%	69%
6	47%	27%	57%
5	47%	36%	51%
4	37%	36%	38%
3	43%	27%	50%
2	41%	83%	30%
1-Not at all knowledgeable	35%	26%	43%

CURRENT EVENTS

As might be expected, adults' opinions regarding the Bush Administration influenced adults' likelihood to recommend the military. As the table below indicates, adults who approved of the way the Bush administration has handled foreign affairs or used U.S. military forces were more likely to recommend the military.

Likelihood by Approval of the Bush Administration

Do you approve or disapprove of the way the Bush administration was...

		Handling Foreign Affairs	Using the U.S. Military Forces
Strongly Disapprove	Overall (n=1,224)	43%	39%
	Parent (n=357)	35%	33%
	Non-Parent (n=866)	45%	40%
Somewhat Disapprove	Overall (n=1,224)	43%	43%
	Parent (n=357)	32%	26%
	Non-Parent (n=866)	49%	49%
No Opinion	Overall (n=1,224)	60%	54%
	Parent (n=357)	43%	27%
	Non-Parent (n=866)	67%	62%
Somewhat Approve	Overall (n=1,224)	52%	51%
	Parent (n=357)	36%	43%
	Non-Parent (n=866)	58%	54%
Strongly Approve	Overall (n=1,224)	62%	65%
	Parent (n=357)	46%	46%
	Non-Parent (n=866)	68%	72%

In addition to the above cross-tabulation, adults were asked if the current situation with the war on terrorism makes them more or less likely to recommend the military. As mentioned in the previous section, the war on terrorism has had a stronger negative impact on parents than it has on non-parents. Specifically, half of parents (51%) reported that the war on terrorism has made them less likely to recommend the military to their children.

With regard to chances of combat, adults who believed that the chances of combat were small (less than 30) were the most likely to recommend the military. Conversely, non-parents who believed that the chances were high (greater than 70) were the least likely to recommend the military. Interestingly, parents were least likely to recommend the military if they believed the chances were 31-50.

Likelihood by Chances of Combat

What do you think the chance is that a young person who entered the military today would be directly involved in combat at some point during their first four years of Service?

Chance of Combat		Likelihood to Recommend
0-30	Overall (n=1,224)	61%
	Parent (n=357)	47%
	Non-Parent (n=866)	67%
31-50	Overall (n=1,224)	51%
	Parent (n=357)	29%
	Non-Parent (n=866)	60%
51-70	Overall (n=1,224)	56%
	Parent (n=357)	48%
	Non-Parent (n=866)	59%
71-100	Overall (n=1,224)	50%
	Parent (n=357)	42%
	Non-Parent (n=866)	53%

U.S. Economy

In general, adults' likelihood to recommend the military increased as perceptions of the current and future economy became more positive.

With regard to the current economy, adults who believed that the economy was poor were the least likely to recommend the military. Conversely, adults who viewed the current economy as excellent were the most likely to recommend the military.

This pattern did not apply for parents. Parents were less likely to recommend the military when they perceived the current economy as fair.

Likelihood by Current Economy

How would you rate economic conditions in this country today?		Likelihood to Recommend
Poor	Overall (n=1,224)	46%
	Parent (n=357)	48%
	Non-Parent (n=866)	45%
Fair	Overall (n=1,224)	49%
	Parent (n=357)	33%
	Non-Parent (n=866)	57%
Good	Overall (n=1,224)	66%
	Parent (n=357)	47%
	Non-Parent (n=866)	70%
Excellent	Overall (n=1,224)	68%
	Parent (n=357)	56%
	Non-Parent (n=866)	70%

In general, there were no sizeable differences in adults' likelihood to recommend based on perceptions of the economy four years from now. However, parents who expect the economy to remain stable over the next four years were more likely to recommend the military.

Likelihood by Future Economy

Four years from now, do you think the economy will be better than, worse than or about the same as it is today?		Likelihood to Recommend
Worse than	Overall (n=1,224)	49%
	Parent (n=357)	37%
	Non-Parent (n=866)	56%
About the same	Overall (n=1,224)	52%
	Parent (n=357)	50%
	Non-Parent (n=866)	53%
Better than	Overall (n=1,224)	54%
	Parent (n=357)	33%
	Non-Parent (n=866)	61%

Job Availability and Pay

In general, job availability and pay were factors that influenced adults' likelihood to recommend the military.

With regard to job availability, likelihood to recommend decreased slightly as perceptions of job availability for high school graduates increased. Adults, especially parents, were more likely to recommend the military when they believed that it would be difficult for youth to find a job in their community.

Likelihood by Job Availability

How difficult is it for a high school graduate to get a full-time job in your community?		Likelihood to Recommend
Almost Impossible	Overall (n=1,224)	56%
	Parent (n=357)	59%
	Non-Parent (n=866)	54%
Very Difficult	Overall (n=1,224)	54%
	Parent (n=357)	51%
	Non-Parent (n=866)	55%
Somewhat Difficult	Overall (n=1,224)	51%
	Parent (n=357)	36%
	Non-Parent (n=866)	57%
Not Difficult at All	Overall (n=1,224)	50%
	Parent (n=357)	20%
	Non-Parent (n=866)	63%

Adults who believed that individuals are more likely to have a good paying job in the military than they would in a civilian job were more likely to recommend the military. On the other hand, adults were less likely to recommend when they believed a civilian job would pay more than a job in the military.

Likelihood by Job Pay

Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both?		Likelihood to Recommend
Military	Overall (n=1,224)	66%
	Parent (n=357)	72%
	Non-Parent (n=866)	63%
Civilian job	Overall (n=1,224)	41%
	Parent (n=357)	26%
	Non-Parent (n=866)	46%
Equally in both	Overall (n=1,224)	55%
	Parent (n=357)	34%
	Non-Parent (n=866)	62%

SUMMARY – FACTORS AFFECTING LIKELIHOOD TO RECOMMEND

This section answered the third key research question regarding some of the key factors that influence adults' likelihood to recommend the military. Examination of the demographic segments and cross-tabulation of responses by likelihood to recommend the military were used to identify these factors. Overall, several demographic and attitudinal factors were identified.

Results suggested that there were several demographic factors that played a role in shaping adults' likelihood to recommend the military to a youth they know or their own children. Education, parent vs. non-parent, current/former military member, age, and race were among these factors.

- Adults with a Master's degree and mothers were the least likely to recommend the military (33% and 37% respectively)
- Current or former military members were the most likely (70%)
- Non-parents were more likely to recommend the military than parents (57% vs. 39%)
- Adults between the ages of 60 and 85 were more likely to recommend the military, followed by adults between 22 and 41 years of age
- Hispanic adults were the most likely, while Other, non-Hispanic and Black, non-Hispanic adults were the least likely to recommend the military

In addition to adults' demographics, their attitudes toward the military, knowledge of the military, opinions on current events and perceptions of the economic conditions were factors that influenced their likelihood to recommend military service to youth.

Similar to previous adult polls, favorability toward and knowledge of the military were key factors. Adults who rated the military more favorably tended to be more likely to recommend the military. Also, adults who rated themselves as more knowledgeable were more likely to recommend the military.

With regard to current events, adults who approved of the way the Bush administration has handled foreign affairs or used U.S. Military forces were more likely to recommend the military. In addition, adults who believed that the chances that a person would be involved in combat were small were the most likely to recommend the military. Conversely, adults who believed that the chances were high were the least likely to recommend the military.

In general, adults' likelihood to recommend the military increased as perceptions of the current and future economy became more positive. Adults who believed that the current economy was poor were the least likely to recommend the military. Conversely, adults who viewed the current economy as excellent were the most likely to recommend the military.

In general, job availability and pay were factors that influenced adults' likelihood to recommend the military. With regard to job availability, likelihood to recommend decreased slightly as perceptions of job availability for a high school graduate increased. Thus, adults were more likely to recommend the military when they believed that it would be difficult for youth to find a job in their community. With regard to job pay, adults were less likely to recommend when they believed a civilian job would pay more than a job in the military.

Parents and Non-Parents

Most of the attitudinal factors were applicable for both parents and non-parents, but there were a few exceptions:

Chances of combat - Parents were least likely to recommend the military if they believed the chances were moderate (31%-50% chance of combat).

Current and future economy - With regard to the current economy, parents were less likely to recommend the military when they perceived the current economy as fair. There was no major difference between parents' likelihood to recommend the military for those who perceived the current economy as poor, good, or excellent. With regard to the future economy, parents were more likely to recommend the military when they viewed the future economy as about the same as today's and were less likely when the economy was expected to be better than today's.

Job availability - Non-parents were more likely to recommend the military when they perceived job availability for full-time work as easy or not difficult to find.

PAGE LEFT BLANK INTENTIONALLY

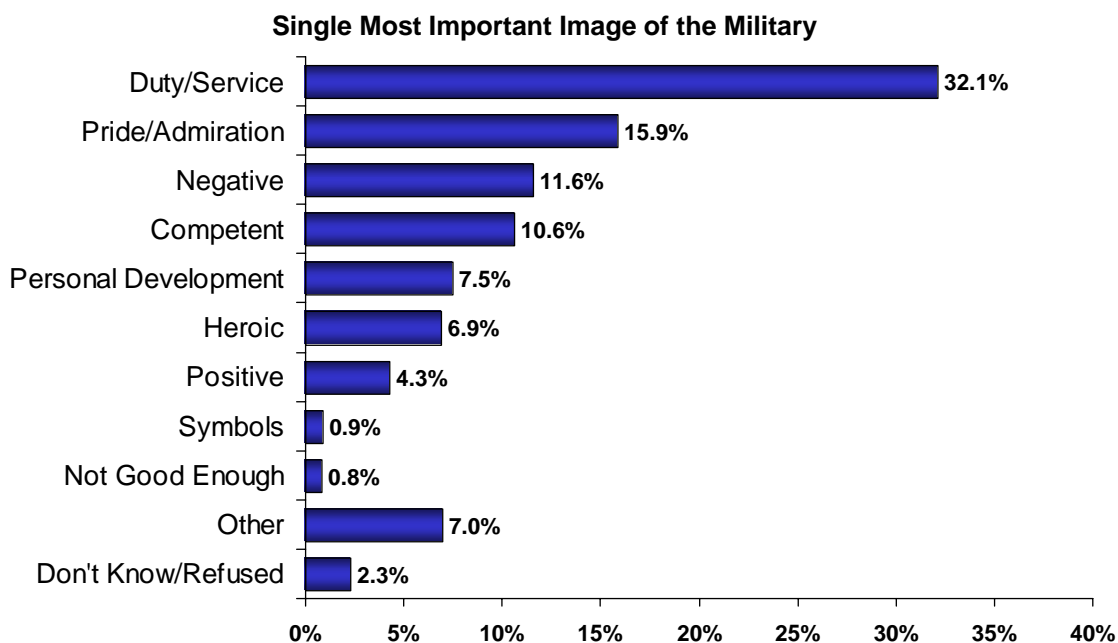
SECTION V. MILITARY BRAND IMAGERY

Brand equity has been defined as the set of assets (and liabilities) linked to a brand's name or symbols that add to (or subtract from) the value provided by the institution or organization.⁹ From a more customer-based or user-based perspective, brand equity has been defined as the differential effects that brand knowledge has on consumer responses to the marketing of the brand.¹⁰ In this context, brand equity can be defined in terms of an associative network model, a network of nodes and links where the brand has a variety of simple unique associations linked to it. Research has repeatedly shown that these associations serve as both a key strategic asset¹¹ and a source of sustainable competitive advantage.¹²

As such, it is important for corporations and institutions alike to understand the associations that members of their target markets have regarding their brand. A key piece of this effort includes tracking these associations over time and working to develop an understanding of how various actions, advertisements, sponsorship programs, and world events impact them.

Impressions About the U.S. Military

To begin to understand the associations adults have with the military, this poll asked adults to mention the single most important image that comes to mind when thinking about the U.S. Military. Overall, images of duty and service to the country were the most frequently mentioned.¹³



⁹ Aaker, D. A. (1991). *Managing Brand Equity*. The Free Press, New York, NY.

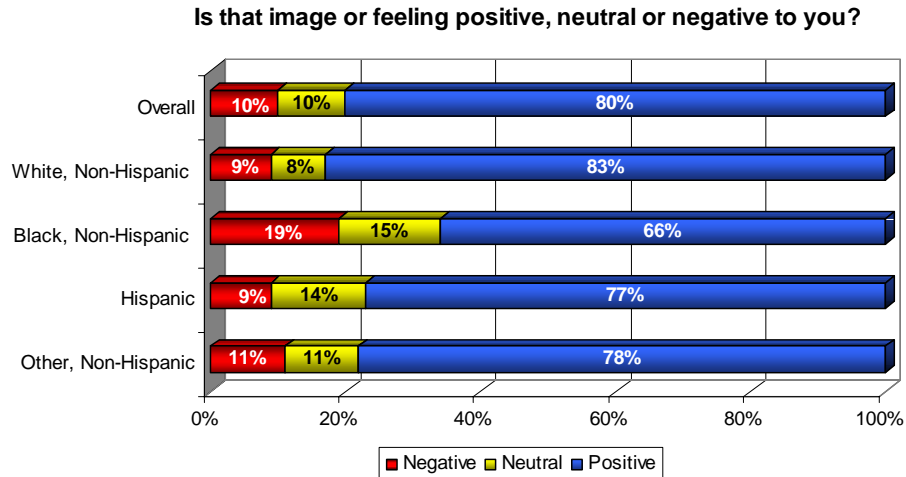
¹⁰ Keller, K.L. (1993). Conceptualization, measuring, and managing consumer-based brand equity. *Journal of Marketing*, 57, 1-22.

¹¹ Dowling, G. R. (1993). Developing your company image into a corporate asset. *Long Range Planning*, 26, 101-109.

¹² Aaker, D. A. (1996). *Building Strong Brands*. The Free Press, New York, NY.

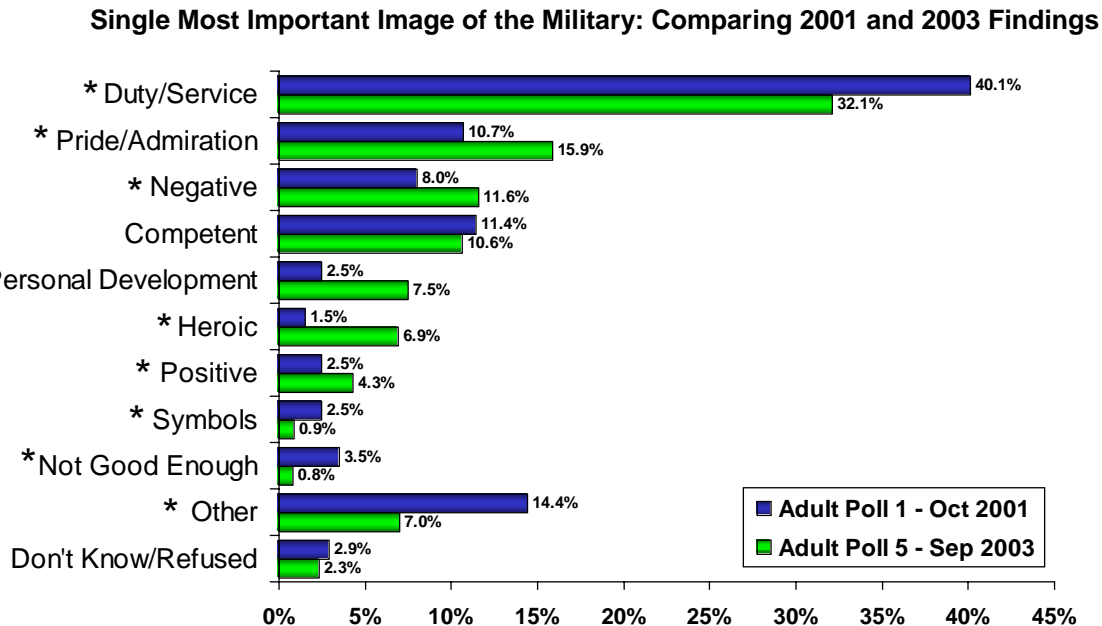
¹³ Appropriate content coding procedures were used for all of the imagery findings detailed in this report. Three trained and experienced coders were asked to independently code verbatim responses from imagery questions into categories. Inter-rater agreement thresholds for each question were set at .80. Differences in coding were completely reconciled among all three coders before final code was set for each verbatim response.

For clarification purposes, adults were then asked whether the associations they mentioned were negative, neutral, or positive. Overall, eight out of ten adults (80%) reported that the association mentioned in regards to the U.S. Military was positive. Ten percent reported it was negative, and the remaining 10% reported it was neutral. Across the various race/ethnic groups, Black, non-Hispanic adults (19%) were more likely to report their associations were negative than were White, non-Hispanics (9%) or Hispanics (9%).



In October 2001 an identical question was asked of adults. Since that time numerous things have occurred (i.e., war on terrorism and war in Iraq) that could be hypothesized to directly affect the U.S Military's brand equity and, as such, adult's associations with the military.

As the graph below shows, the images adults associate with the U.S. military have shifted somewhat since 2001.¹⁴ The good news is that adults were more likely to associate personal development and feelings of pride/admiration with the U.S. Military. However, a greater proportion of adults reported having a general negative image or feeling.



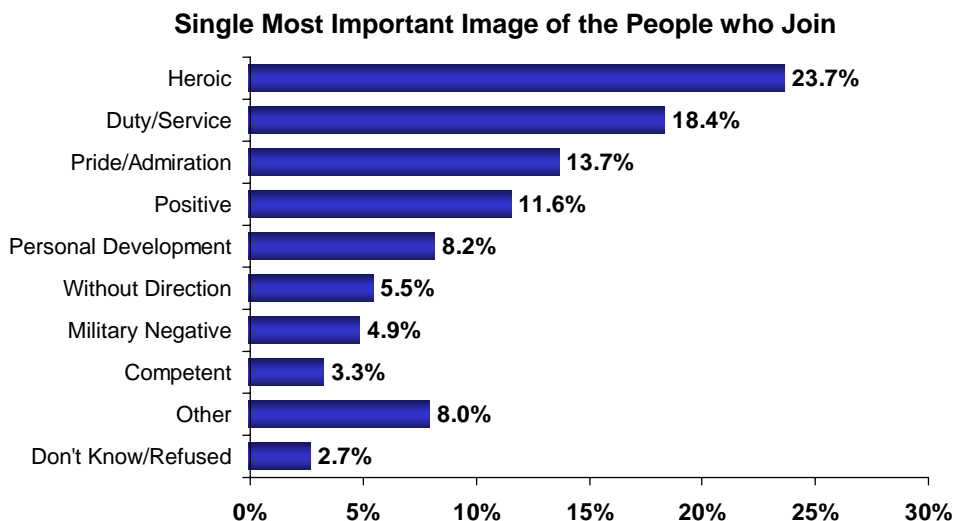
¹⁴In order to make direct comparison's between the polls verbatim responses possible, Adult Poll 1 data was re-content coded using identical coding procedures, coders, and categorization schemes as developed for Adult Poll 5. As such, results reported here differ somewhat from those reported in past documentation detailing the findings of Adult Poll 1.

Note: *Significant difference between Adult Poll 1 and Adult Poll 5 at $p < .05$

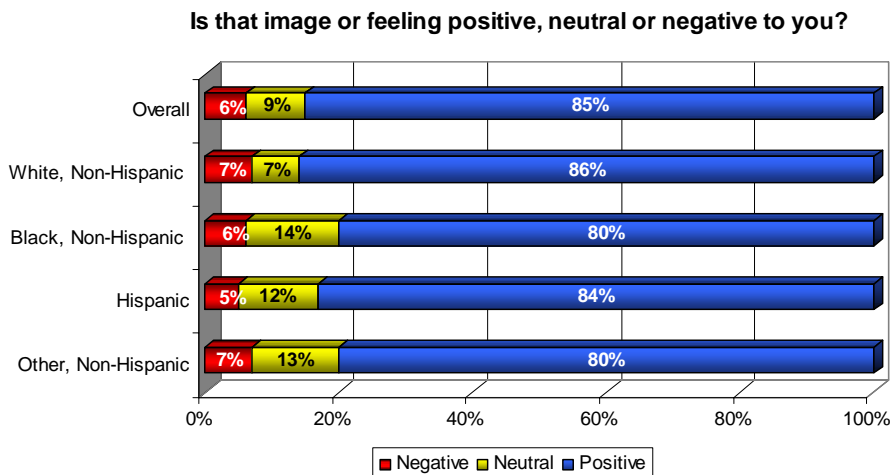
In traditional brand equity research, a direct link is made between the products or offerings of a corporation and the overall impression or opinion of that corporation. In the case of the U.S. Military, a principal “*product*” that could be expected to drive these impressions are the men and women who serve. To begin to understand this link, we asked adults to describe the most important image or feeling that comes to mind when they think about the people who currently are joining the military and the people who currently serve in leadership roles in the U.S. Military.

Impressions About People Who Join the U.S. Military

A sizeable proportion of adults associate Duty/Service (18%) and Pride/Admiration (14%) with the people who currently are joining the U.S. Military. Interestingly, in comparison with views of the U.S. Military, a much larger proportion of adults’ report Heroic images (24% versus 7%) and fewer adults report negative images (5% versus 12%) of these individuals.

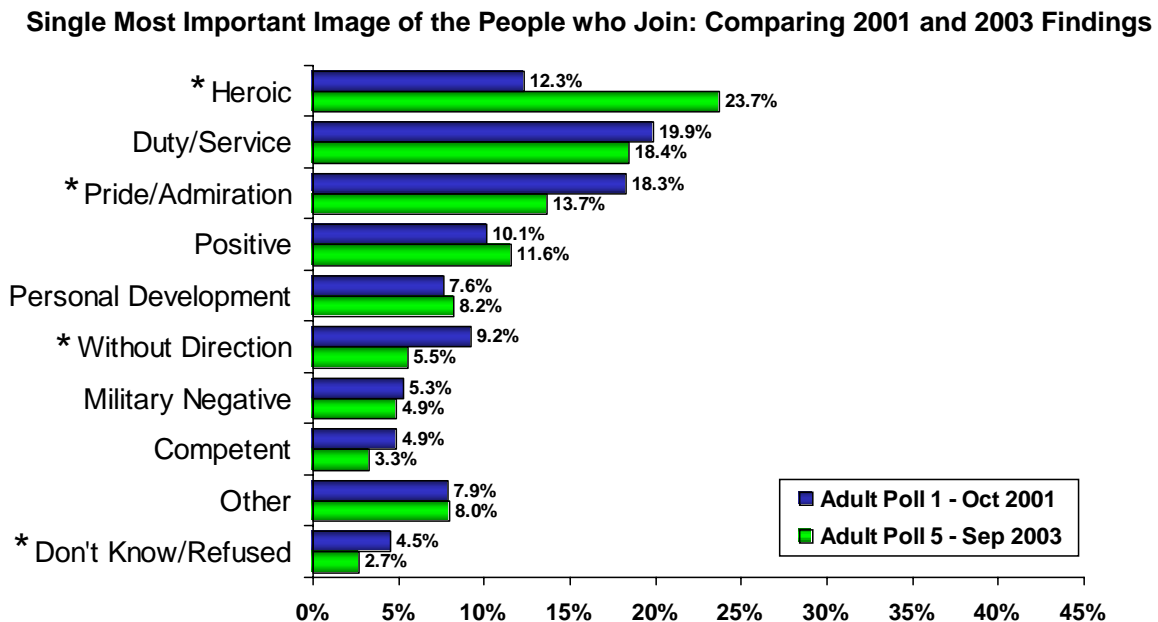


Overall, 84% mentioned a positive image or feeling when asked to think about the people who join the military. Nine percent reported their image was neutral and 6% reported their image was negative. Unlike the images reported for the U.S. Military in general, the images of people who join the military were consistently positive (80% or more) across races/ethnicities.



Again, in contrast to changes in the image of the U.S. Military, the changes that have occurred since 2001 for the people who are joining the military appear to be mostly neutral or positive. A greater proportion of adults report images of heroism and fewer adults report associating a general lack of direction.

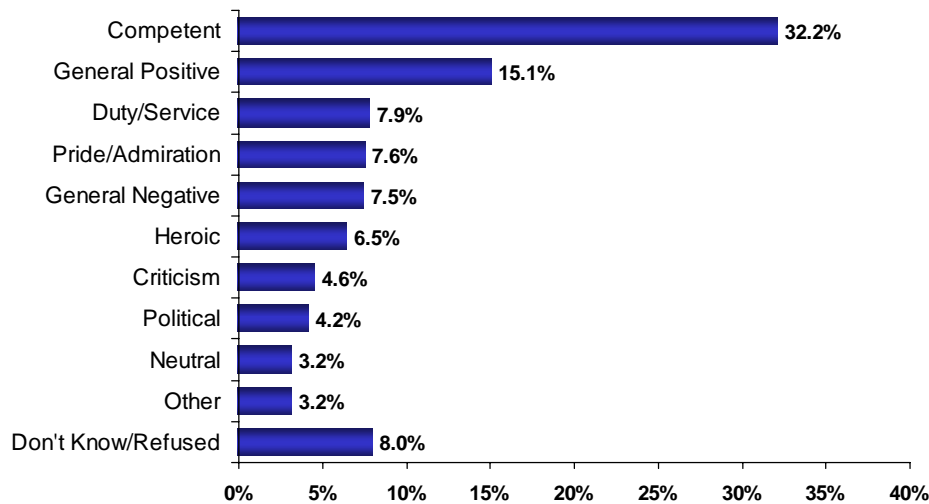
It is worth noting that fewer people in 2003 reported pride/patriotism as the most important image of the people who are joining the military than did in 2001. However, given the general pattern of results, it seems inappropriate to conclude that a negative shift in images is occurring. Rather it may be more appropriate to suggest that we are seeing a subtle shift in the saliency of certain types of images. In this case, the increased attention on war, danger, and sacrifice that appears to be increasingly prevalent in the media has resulted in a shift of image from one of pride/patriotism to one of heroism.



Impressions About the Leaders of the U.S. Military

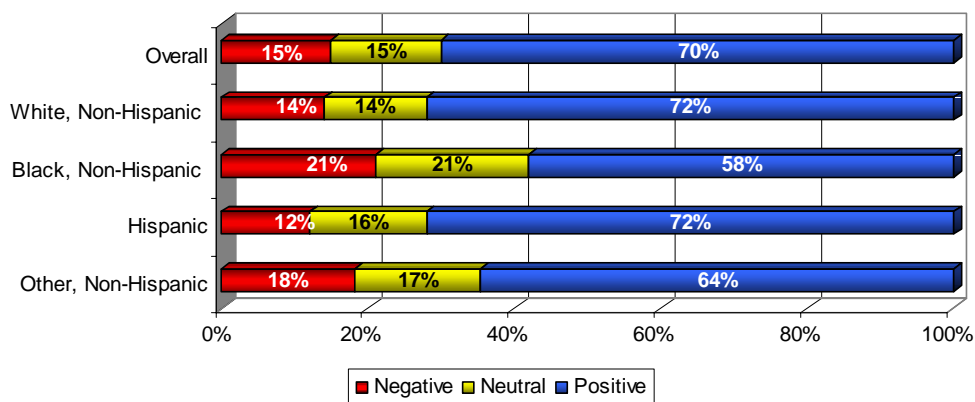
Competent (32%) is the most frequently mentioned image of the current military leadership. However, unlike the U.S. Military in general and the people who are joining the military, a sizeable proportion of adults mention a variety of negatives (i.e., general negative, criticism, political).

Single Most Important Image of the Leaders of the U.S. Military



Overall, 70% mentioned a positive image or feeling when asked to think about the leaders of the U.S. military. Fifteen percent reported their image was neutral and 15% reported their image was negative. When observed across race/ethnicity, a higher proportion of Black, non-Hispanic adults (21%) and Other, non-Hispanic adults (18%) reported a negative image U.S. Military leaders.

Is that image or feeling positive, neutral or negative to you?



IMPRESSIONS AND LIKELIHOOD TO RECOMMEND

The impressions that adults have about the military, its people and its leaders influence their likelihood of recommending the military. In general, adults were more likely to recommend the military when their impressions are positive compared to negative or neutral.

Likelihood by Impressions

Would you say that the single most important image or feeling about the military, its people, and its leaders were negative, neutral, or positive?

		U.S. Military	The People Who Join the Military	The Leaders of the Military
Negative	Overall (n=1,224)	26%	23%	36%
	Parent (n=357)	19%	1%	30%
	Non-Parent (n=866)	28%	28%	37%
Neutral	Overall (n=1,224)	30%	24%	44%
	Parent (n=357)	8%	10%	32%
	Non-Parent (n=866)	37%	27%	49%
Positive	Overall (n=1,224)	58%	59%	58%
	Parent (n=357)	45%	44%	42%
	Non-Parent (n=866)	63%	65%	64%

The specific images associated with the military and military personnel convey important information about adults' overall attitudes toward the military, their familiarity with the military and their most salient attribute or aspect of the military. Typically, these associations are measured by: 1) the number of brand-related associations; 2) the affect or tonality of the brand related message content; or 3) both the number of associations and the tonality of those associations.

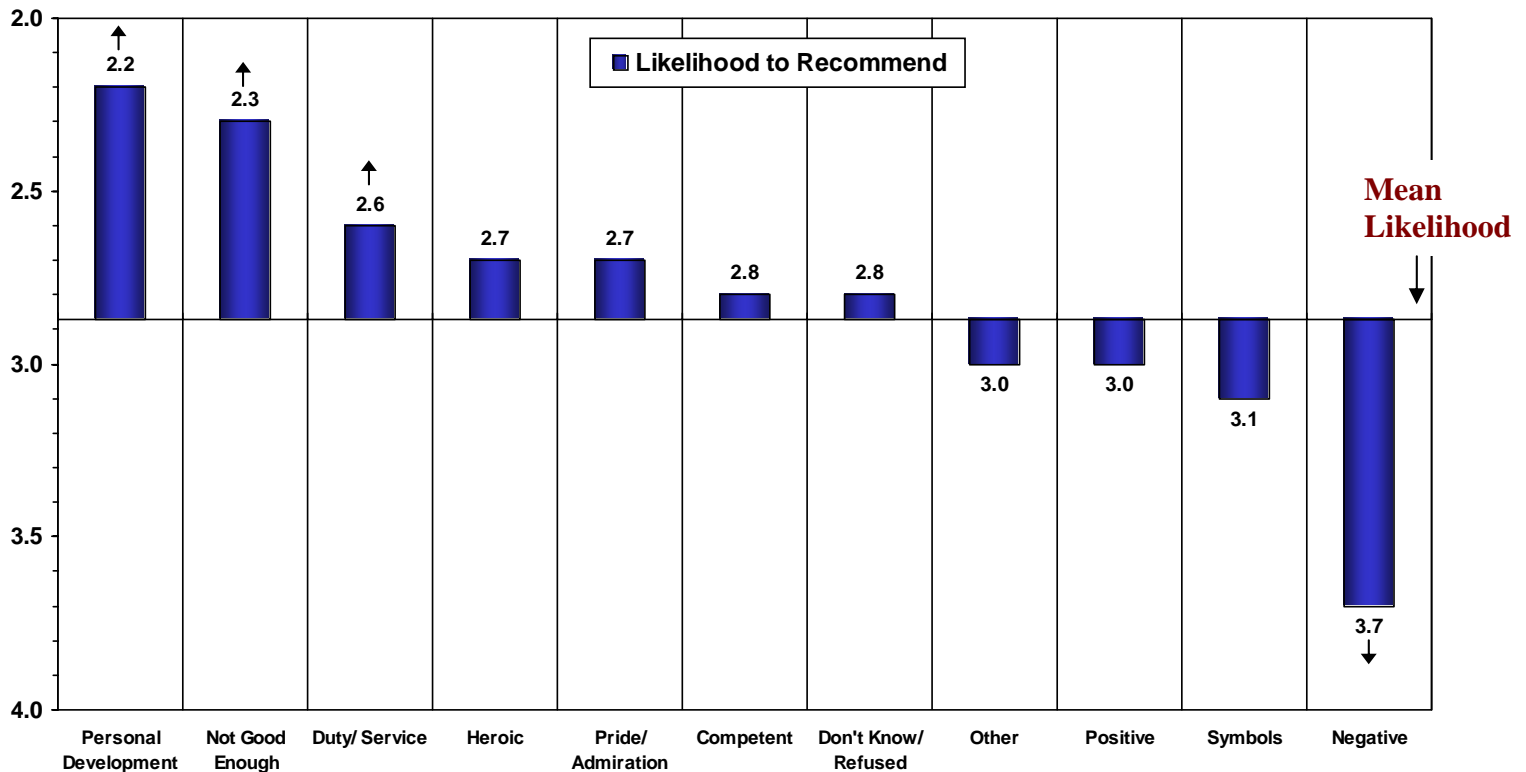
Paying attention to and managing people's associations about an organization, in this case the military, is an important strategic task for multiple reasons. First, these forms of free associations have been found to be directly related to corporate evaluations, organizational reputation, purchase intentions, and consumer loyalty.¹⁵ Second, research has found that associations are often used as the basis for inferences when there is missing or insufficient information about a corporation or product. Thus, through the development of positive associations within the target markets, brand planners and marketers can leverage what consumers do 'know' about a company to compensate for what they do not know or cannot directly infer. This is particularly relevant for the U.S. Military given the lack of perceived knowledge that is so pervasive across the youth and adult populations.

Adult Poll 5 focused primarily on the type and affect of the associations. As expected, only those images that were specific, concrete or had a specific affective tone had a substantial impact on likelihood to recommend. In the case of the U.S. Military in general, adults whose images involved the military as a place for personal development, the need for increased investment in the military, or the military as a place to fulfill a duty or provide a needed and valued service to the country/world were the most likely to recommend the military.

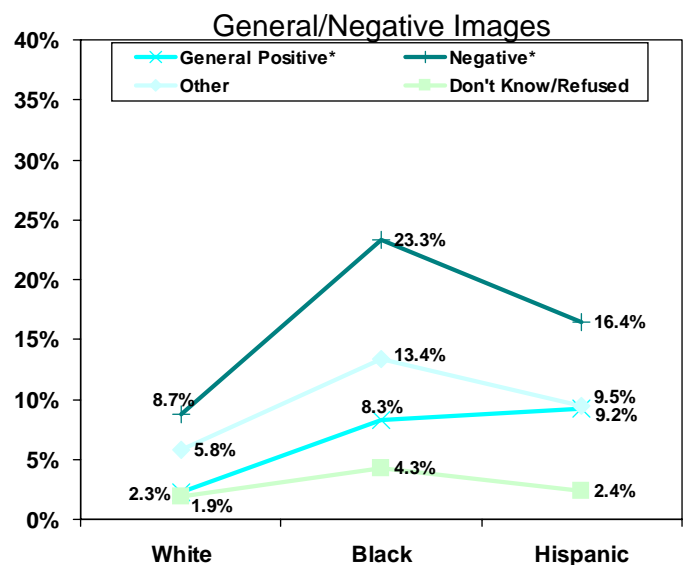
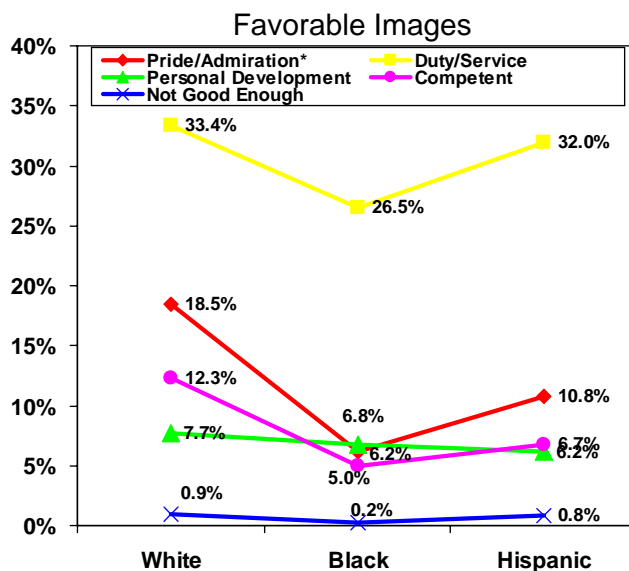
¹⁵ Brown, T.J. and Dacin, P. A. (1997). The company and the product: Corporate Associations and Consumer Product Responses. *Journal of Marketing*, 61, 68-84.

It is important to note that duty/service was also the most frequently mentioned association (32% of adults mentioned). However, the proportion of adults mentioning this image has dropped by approximately 8% since 2001 while the proportion of adults mentioning a negative has increased by almost 3% during the same time period.¹⁶

Likelihood to Recommend by Image of the U.S. Military



Very concerning for military recruiting efforts, Black, non-Hispanics were generally more likely to report having nonspecific or negative images of the military and were less likely to report feelings of pride or admiration for the U.S. Military.

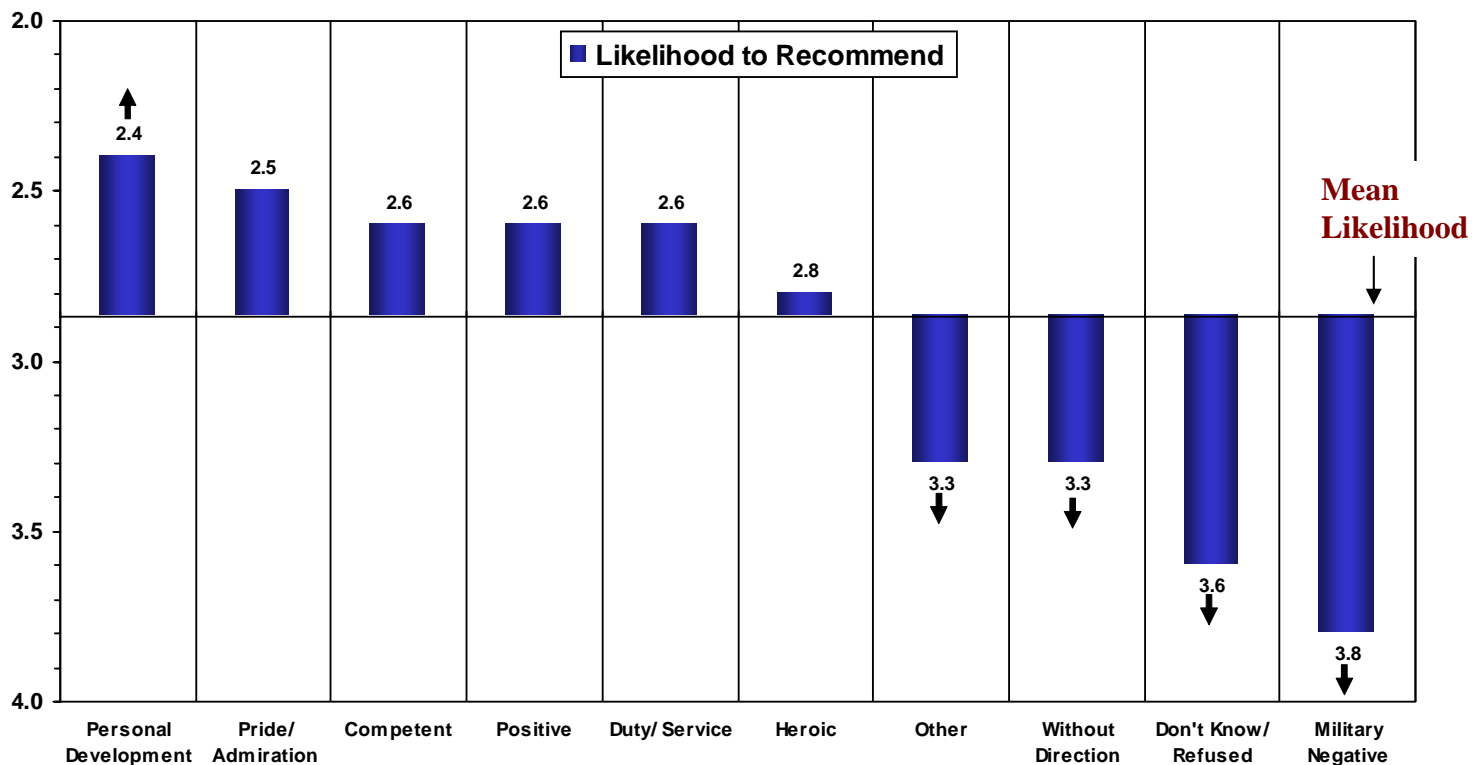


¹⁶ Note: Arrows reference significant differences from mean likelihood to recommend $p < .05$

In the case of the people who join the military, feelings of pride/admiration, associations with competency, duty/service, and heroism, were positive but were not found to differentiate adults likely to recommend the military from those not likely to recommend the military. Only images that were directly related to the personal development of those who join (i.e., they join to develop character, they join to develop needed skills) were positively related to likelihood to recommend. However, as reported earlier, only approximately 8% of the adult population reported this image. It is interesting to note that these findings replicate earlier work in the area of brand imagery as only those images associated with the tangible outcomes of an organization, product, or service were significantly strong to motivate intentions to engage in a behavior (in this case likelihood to recommend).¹⁷

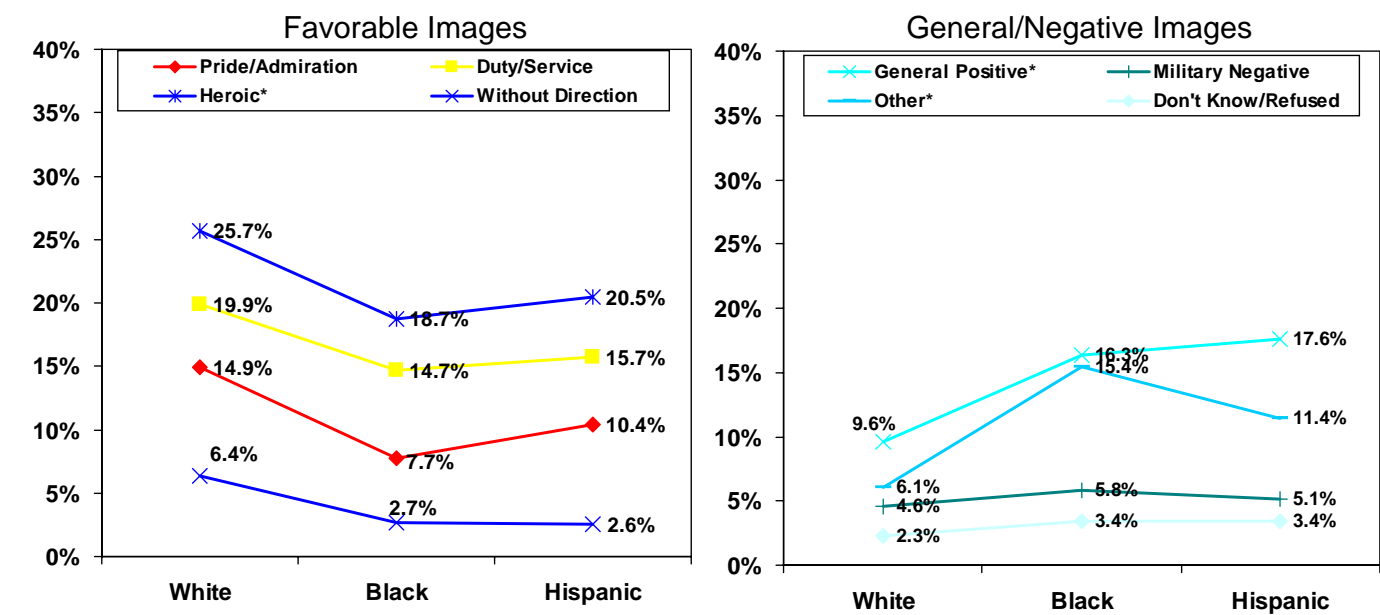
In contrast, adults with neutral, negative or undifferentiated (i.e., don't know/refused) images/feelings of the people who join the military were significantly less likely to recommend the military. This highlights not only the consequences of negative brand imagery but also the importance of carefully tracking and managing imagery as even neutral and undifferentiated imagery has significant negative consequences.

Likelihood to Recommend by Image of the People who Join

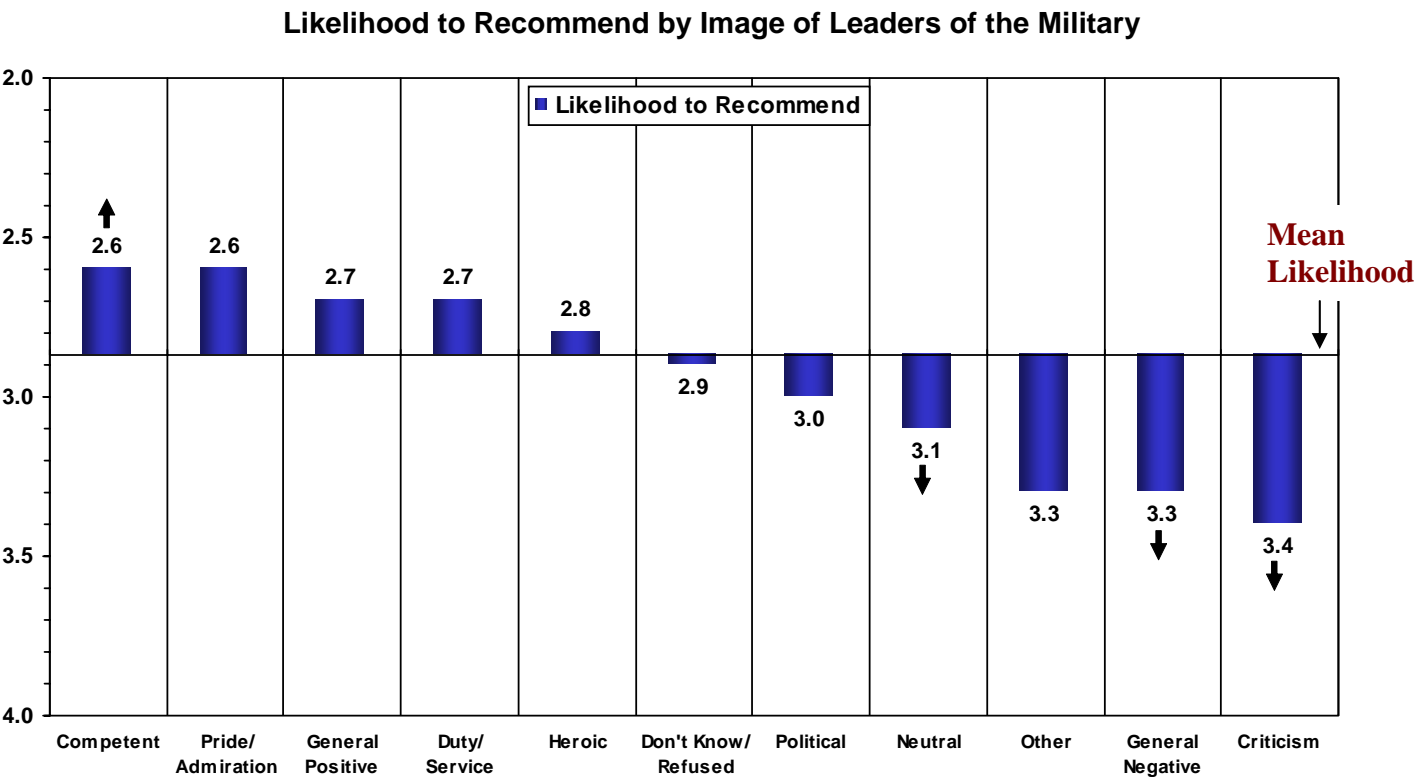


¹⁷ Brown, T.J. and Dacin, P. A. (1997). The company and the product: Corporate Associations and Consumer Product Responses. *Journal of Marketing*, 61, 68-84.

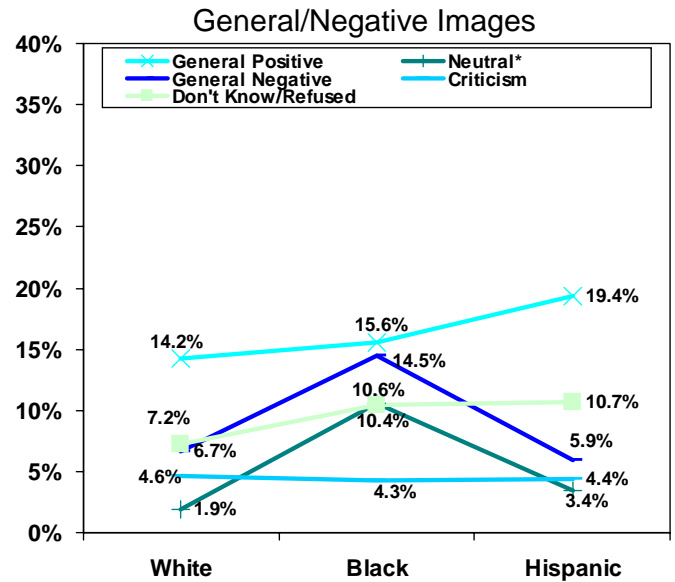
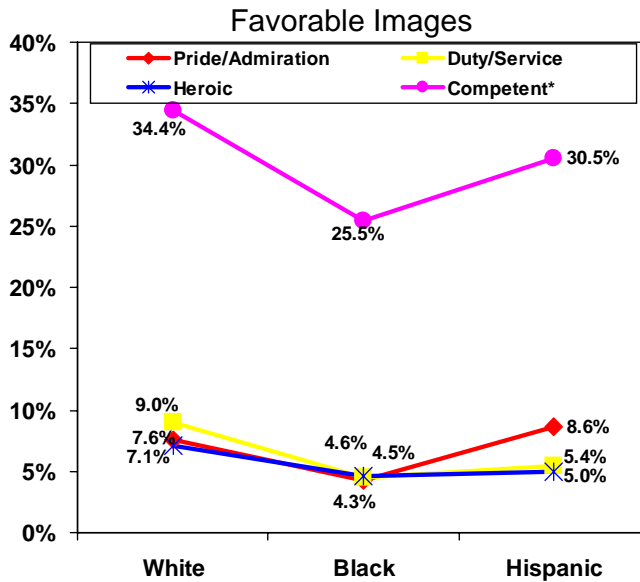
In general, White, non-Hispanics tended to report having more favorable images of the people who join the military than did Black, non-Hispanic or Hispanic adults. Very few differences emerged between Hispanics and Black, non-Hispanics in regards to people who join the military.



As reported previously, competent was the image reported most frequently by adults when asked about military leaders. Adults who reported this image were also the only group more likely to recommend the military. However, as was the case with images of youth who join the military, adults who reported having a neutral, general negative, or a criticism of some type were less likely to recommend the military.



Black, non-Hispanics however, were significantly less likely to report images of competency with the military leaders. In comparison with White, non-Hispanics and Hispanics, Black, non-Hispanics were more likely to report having neutral or relatively vague or nonspecific positive or negative images or feelings.



SUMMARY – MILITARY BRAND IMAGERY

The results indicated that adults have a generally positive impression of the military and its members; however impressions for military leaders were somewhat less positive. Adults' impressions were more positive about the people who join the military than they were about the military in general and its leaders. The most common image or feeling that adults had toward the military in general was duty/service, while the most common images or feelings toward the people who join the military referred to images associated with heroism. Adults were most likely to associate competence with military leaders.

It is interesting to note that although changes have occurred since 2001 in regards to the most frequently associated images with the military and the people who are currently joining, the general pattern of results suggests subtle shifts in the saliency of certain types of images rather than shifts in affect. It will be important to continue to track shifts in associations as the current military actions underway in the Middle East progress. Of particular importance is the affect of these associations, as they may have significant strategic impact on advertising and recruiting efforts.

Further, adults' impressions of the military and its members were significantly related to the likelihood to recommend. Adults who reported images or feelings that were specific and positive were more likely to recommend the military. On this note, the trend among Black, non-Hispanics to have slightly more negative or non-specific images of the military than White, non-Hispanics or Hispanics is somewhat concerning and deserves further attention.

PAGE LEFT BLANK INTENTIONALLY

SECTION VI. SUMMARY AND CONCLUSION

The primary purpose of the Adult Polls is to measure the likelihood of adults to recommend military service to youth. It is the intent of the DoD to use the Adult Polls to gain a better understanding of the adult market's attitudes toward military service that can later be used to guide advertising or outreach campaigns. This information is expected to help the department gain a better understanding of the general adult public's view of the U.S. Military and ultimately assist the Services in meeting their accession requirements.

The September 2003 Adult Poll marks the DoD's fifth measurement of adults' attitudes of the military and their likelihood of recommending military service to youth. Three primary research questions were answered:

1. How likely are adults to recommend military service to youth?

Overall, the patterns were very similar to those of the September 2002 Adult Poll. The proportion of adults who were likely to recommend the military, however, decreased 3 percentage points from 2002 to its lowest recorded level (52%). Although the proportion of all adults likely to recommend decreased from last year, non-parents were still more likely than parents to recommend the military (57%, 39% respectively).

When asked to rate the likelihood that they would recommend a list of specific post-high school options, military service was among the lowest rated options. Adults (both parents and non-parents) were more likely to recommend attending a four-year school, attending a trade school or community college, or getting a part-time job than recommending joining the military. A smaller proportion of adults were likely to recommend getting a full-time job.

The trend of adults' likelihood to recommend post-high school options illustrated that the proportion of adults who would recommend attending a four-year college and trade/technical, or community college have consistently been the top options recommended. In addition, it was clear that the proportion of adults who would recommend entering the military has fluctuated and those recommending getting a full-time job has declined.

Although adults report frequently providing advice to the young people in their lives about their options after high school this advice only includes discussions about the military for approximately half of adults. Further, it seems that adults continue to report holding a largely favorable view of the military but when it comes to discussing the military as an option with their close family members (i.e., sons, brothers/sisters, and daughters) adults report that their advice is mostly negative or includes discussion of both the negative and positive aspects of military service.

2. What are adults' attitudes toward the military (i.e., favorability, knowledge, and impressions)?

Again, the overall patterns of the September 2003 Adult Poll were very similar to those of the September 2002 Adult Poll. Adults indicated that they had relatively high favorability toward the military and the Services and felt that pay for a military or a civilian job is relatively similar. Adults also tended to hold mostly positive images of the U.S. Military and its members. However, it is somewhat concerning to notice that the images held by Black, non-Hispanics' images tended to be either more negative or more general in nature than the images held by White, non-Hispanics or Hispanics.

Conclusions that are drawn from the attitudes, images and opinions of adults however should be interpreted with some attention paid to the likely level of conviction with which they are held. Given the relatively low level of perceived knowledge that most adults report having, it could be hypothesized that these attitudes are relatively mutable and subject to change. This may represent a definitive advantage for military advertising and marketing programs aimed at this segment but also may represent a significant drawback as adults may be easily swayed by world events, news coverage, or isolated personal events.

Regarding current events, adults appear to be polarized. Only half of adults report some level of approval for the way the Bush administration is handling foreign affairs and using the military with the remainder expressing disapproval. Further, adults report a relatively high degree of association between joining the military and direct combat/danger. This is understandable given the current circumstances, but may have lasting effects on adult's perceptions that will need to be carefully monitored and managed in the years to come.

3. What factors influence adults' likelihood to recommend the military?

Overall, several demographic and attitudinal factors were identified as factors that played a role in influencing adults' likelihood to recommend the military to youth. Education, parent vs. non-parent, current/former military member, age and race were among these factors.

- Adults with a Master's degree and mothers were the least likely to recommend the military
- Current or former military members were the most likely to recommend the military
- Non-parents were more likely to recommend the military than parents
- Adults between the ages of 60 and 85 were more likely to recommend the military, followed by adults between 22 and 41 years of age
- Hispanic adults were the most likely, while Other, non-Hispanic and Black, non-Hispanic adults were the least likely to recommend the military

In addition to adults' demographics, their attitudes toward and knowledge of the military, impressions of the military, opinions on current events and perceptions of the economic conditions were factors that influenced their likelihood to recommend military service to youth. In general, adults who had high favorability toward, a lot of knowledge about, or images or feelings toward the military or its members that were positive and specific were more likely to recommend the military to youth. Furthermore, adults who had positive perceptions of the current and future economy, war on terrorism, and pay for the military were more likely to recommend the military. Adults who believed that the chances of combat in the next four years were small or job availability for full-time work would be difficult for a high school graduate were also more likely to recommend the military.

Most of the attitudinal factors applied for both parent and non-parents, but there were a few exceptions. First, parents were least likely to recommend the military if they believed the chances of combat in the next four years were 31-50. Second, parents were less likely to recommend the military when they perceived the current economy as fair. Third, parents were more likely to recommend the military when they viewed the future economy as about the same as today's and were less likely when the economy was expected to be better than today's. Fourth, non-parents were more likely to recommend the military when they perceived job availability for full-time work as easy or not difficult.

Conclusions

There are numerous post-high school options available to youth that challenge the DoD's efforts to meet its recruiting goals. Recognizing the influence that adults have on youth's decisions, it is imperative that the DoD continues to enhance efforts that capture the mind-share of adults and promote military service as a viable alternative for youth.

Results of the September 2003 Adult Poll have indicated that the proportion of adults who were likely to recommend the military as a post-high school option continues to decline. Since October 2001, the proportion of adults reporting they are likely to recommend military service has decreased by approximately 14%. Generalizing this to the adult population, this represents more than 10 million adults who were likely to recommend the military in 2001 but no longer are. The reasons for the decline are probably vast but almost surely can be linked to military operations and the economy. Results indicate that adults' approval of the Bush administration handling of foreign affairs and use of U.S. Military forces are not solid and that more than half of adults believe that youth who enter the military will be directly involved in combat.

Although the DoD has limited control over the coverage of military operations/actions by external news providers, or the entire gamut of events that may be seen by the general adult population as representative of the military culture, the DoD can take steps to protect its brand position and insulate itself. One of the key mechanisms through which this can be done is by developing more solidity in the images and impressions adults hold or by developing more finely differentiated or more affectively positive military brand maps among adults.

In the absence of other information, adults' perceptions will continue to be easily swayed and manipulated by the most readily available pieces of information. Efforts to develop more salient and long-lasting images of military service that include both rational and emotional components will go a long way toward achieving the type of entrenched images that are necessary. This can be done by conveying the appropriate messages through such vehicles as direct contact between current/past military members and the general adult population, or the development of strategic partnerships with known and trusted neighborhood "grass roots" type organizations. It could also be accomplished by the personalization of messages using such tools as storytelling or anecdotal accounts to bring to life the important aspects of military history and culture that need to be communicated.

In closing, it is as of yet unknown what the ultimate effect the continuing military operations will have on the equity of the military brand, if the effects will be negative or positive, or how long the impressions that are being created today will last into the future. However, it is clear that the likelihood of the general adult population to recommend military service to youth continues to slip and that the images adults associate with military service and the people who join the military are being affected by current events. To be maximally effective in the future, the DoD and the Services must work diligently to manage the images and feelings adults associate with the U.S. Military while continuing to carefully adjust their messages and recruiting strategies to match the opportunities offered by its various recruiting environments.

PAGE LEFT BLANK INTENTIONALLY

Appendix A

Data Collection Procedures and Sampling

PAGE LEFT BLANK INTENTIONALLY

Project Overview

This research poll marks the Department of Defense's (DoD) fifth poll conducted among adults. The purpose underlying the research was to expand the Department's understanding of this critical market, specifically, their attitudes about the military and their likelihood to recommend military service to youth. The audience profiled in this survey included American adults between the ages of 22 and 85.

A total of 1,224 interviews were conducted through computer-assisted telephone interviews (CATI) during the period of August 14 to September 29, 2003. The interview averaged 21 minutes in length. Quotas were placed on race/ethnicity to ensure a robust sample size of Hispanics and African Americans. Final data included in this poll were weighted by age and gender to reflect the general public.

Technical Details

Design Requirements

The adult poll sampling frame is defined as those persons residing in the 50 states and the District of Columbia who are between the ages of 22 and 85.

Sample Design

For the implementation of the adult poll, the sample was purchased from Survey Sampling, Inc.[®] (SSI)¹⁸. Following is a description of the rationale for choosing a random digit dialing (RDD) methodology, the creation of the RDD database, the sample stratification and sample selection.

There are an estimated 96.7 million telephone households in the USA. To represent all households in a sample is a challenge due to two main factors: unlisted by choice and unlisted by circumstance (mobility). Approximately 30% of telephone households in the U.S. have unlisted numbers. Each year, about 20% of American households move, so that 12 to 15 percent of the residential numbers in a typical directory are disconnected. Samples drawn entirely from directories, and "plus-one" techniques based on directory seed numbers often significantly under-represent unlisted households. To overcome these barriers to obtaining representative random samples, a random digit dialing (RDD) methodology is required.

Creation of the Random Digit Database

SSI started with a database of all directory-listed households in the USA. Using area code and exchange data regularly obtained from Telcordia and additional databases, this file of directory-listed telephone numbers was subjected to an extensive cleaning and validation process to ensure that all exchanges are currently valid, assigned to the correct area code, and fall within an appropriate set of ZIP Codes¹⁹. SSI updates its database at approximately six-week intervals.

Each exchange was assigned to a single county. Nationally, about 72 percent of all exchanges appeared to fall totally within single county boundaries. For those overlapping county and/or state lines, the exchanges were assigned to the county of plurality, or the county with the highest number of listed

¹⁸ Survey Sampling, Inc. gives a detailed description of their sampling products in "Random Digit Dial Telephone Sampling Methodology." This paper has been supplied to JAMRS.

¹⁹ See Chapter 5 of "Random Digit Dial Telephone Sampling Methodology" Survey Sampling, Inc., 1998 for details on data validation and resolution.

residents within the exchange. This assignment ensured known probabilities of selection for all telephone numbers.

Most SSI samples are generated using a database of “working blocks.” A block (also known as a 100-bank or a bank) is a set of 100 contiguous numbers identified by the first two digits of the last four digits of a telephone number. For example, in the telephone number 255-4200, “42” is the block. A block is termed to be working if one or more listed telephone numbers are found in that block.

Sample Stratification

All SSI samples are generated using stratified sampling procedures. Stratified sampling divides the population of sampling units into sub-populations called strata. A separate sample is then selected from the sampling units in each stratum. SSI stratifies its database by county.

Prior to sample selection, the sample was allocated proportionally across all strata in the defined geography using one of several “measure of size” (MOS) frame adjustment options. These alternative frames may be used to overcome the imperfect nature of the list from which the sample is drawn. Using an appropriate MOS to allocate sample by county is particularly important when a Random B methodology (the sample selection technique used for this study) is used to select the sample. Without this MOS stratification across counties, the sample would be biased toward counties with larger proportions of listed households²⁰.

SSI offers the following five different measurement of size (MOS) stratification frames for its random digit samples

- Estimated telephone households
- Total households
- Total population
- Active blocks
- Other user-defined

“Estimated number of telephone households” is the recommended frame for apportioning the Random B sample selected for this study. In this frame, the telephone household estimates are calculated by subtracting Census non-telephone household counts from current household estimates. Sample units were allocated to each county in proportion to its share of telephone households.

Samples were first systematically stratified to each county in the survey area in proportion to the sampling frame selected. After a geographic area was defined as a combination of counties, the sum of the estimated telephone households or requested frame value was calculated and divided by the desired sample size to produce a sampling interval.

²⁰ The problem is that the incidence of unlisted numbers is quite variable from one area of the country to another. Unlistedness can be a function of either mobility or choice and is much more an urban / suburban phenomenon than a rural one. But great variation is found even among large metropolitan areas. For example, 17.6% of the estimated telephone households in the Minneapolis-St. Paul MSA are not listed in a directory, compared with 36.9% in the Chicago MSA, and 64.6% in the Los Angeles MSA. These data are in sharp contrast with rural Iowa, for example, where only 9% of the telephone households are not listed in a directory or Barnstable County, MA where directory-listed second homes produce more listings than there are census households. Thus, without frame adjustment, the Random B sampling method would tend to under-represent Chicago and Los Angeles and over-represent Minneapolis, rural Iowa and resort areas.

The counties were ordered by alphabetical state and county within state. A random number between zero and one was generated and multiplied by the sampling interval to calculate a random starting point between one and the sampling interval. A cumulative count of elements was calculated. At the point at which the accumulation reached the random starting point, a specific county was selected and the next sampling point was one interval away. Accumulation continued in this fashion until the entire sample had been apportioned.

Over-sampling

For the DoD Adult Poll, an important goal was to produce reliable estimates for racial and ethnic subgroups, specifically Whites, Blacks and Hispanics. Blacks and Hispanics are important for analytical reasons but constitute a small proportion of the total population and are dispersed throughout the country. As a result, the expected sample yield using a simple random digital dialing procedure with a sample size of 1,250 was expected to be too small to support making inferences for the subgroups at the desired level of precision. Because these subgroups are a small percentage of the population and geographically dispersed, and no single list of all the members of the subgroup is available, a simple random digit dial study was considered inadequate.

With a primary restriction of the DoD Adult Poll being cost, over-sampling was selected as the best method. RDD was continued until minimum acceptable levels were reached for all race/ethnic subgroups (White Non-Hispanic, Black Non-Hispanic, Hispanic, and Other Non-Hispanic) with additional respondents being terminated and recorded in the final sample disposition as “over quota”.

Sample Selection

After the sample was allocated, sample selection was made. There are three options for selection: 1) Random B, 2) Random A and 3) Epsem. Following are descriptions of each.

Random B is an SSI term denoting samples of random numbers distributed across all eligible blocks in proportion to their density of listed telephone households. All blocks within a county are organized in ascending order by area code, exchange, and block number. Once the quota has been allocated to all counties in the frame, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the county and dividing that sum by the number of sampling points assigned to the county. From a random start between zero and the sampling interval, blocks are systematically selected in proportion to their density of listed households. Once a block has been selected, a two-digit number is systematically selected in the range 00-99 and is appended to the exchange and block to form a 10-digit telephone number.

Random A is an SSI term denoting samples of random numbers systematically selected with equal probability across all eligible blocks. All blocks within a county are organized in ascending order by area code, exchange, and block number. Once the quota has been allocated to all the counties in the frame, a sampling interval is calculated for each county by summing all the eligible blocks in the county and dividing that sum by the number of sampling points assigned to the county. From a random start between zero and the sampling interval, blocks are systematically selected from each county. Once a block has been selected, a two-digit number is systematically selected in the range 00-99 and is appended to the exchange and block, to form a 10-digit telephone number.

Epsem Samples (equal probability of selection method) are single stage, equal probability samples of all possible 10-digit telephone numbers in blocks with one or more listed telephone numbers. The Working

Phones Rate (WPR) for an epsem sample is on average 50 percent, but can range from 30 to 70 percent depending on the size and nature of the geographic area and local telephone number assignment practices.

Epsem sampling uses a total active blocks frame and Random A sampling methodology. A sample of random numbers is systematically selected with equal probability across all blocks containing one or more listed numbers, which distributes the sample across counties in proportion to their share of total active blocks. Epsem samples have the following characteristics:

- Minimum block size is 1
- Business numbers cannot be replaced, but can be flagged
- Protecting numbers from future use is unavailable

Random B samples were used because they are samples with high efficiency and high projectability that is sufficient for “quick polling” techniques. Because these samples are selected from blocks according to their density of listed telephone households, there is a possibility that highly unlisted areas may be underrepresented. However, the tradeoff is in efficiency. A 65 percent working phone rate was expected with this Random B sample.

The counts of telephones within each working block (a block with one or more listed telephone numbers) were then examined to decide which should be included in the sample and which should be discarded. The industry standard is to eliminate working blocks with less than three known numbers out of the 100 possible. Those blocks with only one to two listed telephone numbers were excluded so dialing would be more efficient.²¹

Interviewing Hours

Interviews were conducted from August 14 to September 29, 2003 during the evening and weekend hours for the time zone in which the respondent lived. Specifically, interviews were conducted from 5 pm through 10 pm respondent time Sunday through Friday, and 10 am through 6 pm on Saturdays. The fieldwork took place from the WirthlinWorldwide telephone centers located in Orem, Utah and Grand Rapids, Michigan.

Sample Geography

Interviews were conducted in all 50 states plus the District of Columbia.

Handling of Business and Cellular Phone Numbers

On average, an RDD sample will contain 15 to 18 percent business and cellular phone numbers. Approximately half of these numbers can be identified using SSI’s Business and Cellular Number Purge options. SSI maintains a database of over 9 million business and cellular telephone numbers, compiled from Yellow Page directories and other special directories. Once a 10-digit telephone number was selected for a sample the status of the number generated was compared to SSI’s list of known business and cellular numbers.

²¹ If the working block (703) 256-01XX in Virginia had only two known working numbers, there would be roughly a 98% chance for a disconnect. On the other hand, knowing that the count of working numbers is roughly in the 70 out of 100 range indicates it will yield relatively good efficiency.

Replicates

For this poll, the sample was identified and released in replicates (representative stand-alone mini-samples that are representative of the entire sample). When using a replicate system, the interviewers did not need to dial the entire sample as each replicate was representative of the entire sample. All replicates loaded were closed out and dialed until exhausted. Sample records were considered “exhausted” once they had obtained a final disposition, such as disconnected, complete, or refusal, or after three calls were made. So there would not be “extra” interviews, the sizes of the replicates were reduced as the interview period drew to a close.

Quotas and Thresholds

Because of the speed at which polls are conducted and the rate at which surveys are completed, it is often necessary to set quotas, or the minimum number of completed surveys for each area. This ensures a representative sample is obtained. Therefore, soft quotas, or a target for the minimum number of surveys to be complete, were placed on each region. The following “guides” for each region were set in place:

New England (5.06%)	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Mid-Atlantic (14.33%)	New Jersey, New York, Pennsylvania
South Atlantic (18.73%)	Delaware, Maryland, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, District of Columbia
East South Central (6.09%)	Mississippi, Alabama, Tennessee, Kentucky
East North Central (16.01%)	Illinois, Indiana, Michigan, Ohio, Wisconsin
West North Central (6.82%)	Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota, Minnesota
West South Central (10.89%)	Texas, Louisiana, Arkansas, Oklahoma
Mountain (6.33%)	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific (15.75%)	California, Oregon, Washington, Hawaii and Alaska

Additionally, quotas were placed on race/ethnicity to ensure robust sample sizes of Hispanics and African Americans. The following questions were used to determine ethnicity and race:

Ethnicity	Do you consider yourself to be of Hispanic, Latino or Spanish origin? (1) Yes, Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin or (2) No
Race:	I’m going to read a list of racial categories. Please select one or more to describe your race. Are you (1) White, (2) Black or African-American, (3) American Indian or Alaskan Native, (4) Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese), (5) Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro) or (6) Other HISPANIC ONLY (Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.)

Survey Implementation

Screening

Each household was screened for adults between the ages of 22 and 85. If there was more than one person in the household who met those criteria, the respondent in the household between the ages of 22 and 85 with the most recent birthday prior to the interview date was selected. There was no within household substitution of the designated respondent, even if the designated respondent did not qualify for the interview.

Callback Procedure

One initial call and a maximum of three callbacks were allowed. If a household was not reached after four calls, another randomly selected household was substituted.

Refusal Conversion

An active program of refusal conversion was used. All initial refusals were put into a queue to be worked by a group of interviewer specialists, trained and experienced in refusal conversion. Up to an additional three call backs, conducted at different times and days, were made. If a household was not reached after three calls or if a second refusal occurred, a “hard” refusal was recorded on the final disposition.

Fall 2003 Adult Poll 5 Sample Yields

Business	6,769
Fax/ Cell/ Pager	6,114
Bad phone number	20,013
Final no answer	20,112
Final answering machine	9,803
Privacy manager	3,743
Noneligible Units	66,554
Ineligible age	1,495
Ineligible refused race/ ethnicity	27
Language	620
Deceased/ Retired	15
Over quota	3,974
Noneligible Respondents	6,131
Complete	1,224
Interviews	1,224
Final busy	230
Designated respondent unavailable	1,102
No Contact	1,332
Indefinite callback	479
Definite callback	87
Qualified terminate	288
Interviewer terminate	543
Partial Interviews	1,397
Final refusal	25,035
Total Refusals	25,035
Sample Dialed	101,673
Less Noneligible Units	66,554
Less Noneligible Respondents	6,131
Eligible Phone Numbers	28,988
Completed Interviews	1,224
Response Rate for All Eligible Numbers	23.68%

Weight Construction

In order to create appropriate weights, each of the race/ethnic categories had to be treated separately due to the sampling technique used. These groups were then combined through the Poststratification techniques described below, with each race/ethnic category representing a different stratum. As a result, there were two main phases in the creation of the weights for Adult Poll 5: (1) Base Weights, which are the inverse of the probability of a respondents' inclusion in the sample, and (2) Poststratification, where the weights are corrected to match population totals for certain demographic characteristics.

Base Weights

The base weights are calculated as the inverse of the probability of inclusion for the telephone line. This is done using the sampled telephone lines with known eligibility (whether eligible or not). This probability of inclusion equals the number of sampled telephone lines for which the eligibility is known, divided by the total number of telephone lines. This can be calculated given that we know the total number of lines in each stratum and the distribution of sampled telephone lines per interview disposition code.

For the "White, Non-Hispanic" stratum, the total number of units is approximately 138,861,475. The (initial) sample size is calculated as the number of sampled units for which the eligibility is known. There were 192,960 sampled units". Therefore, the probability of inclusion of a unit in the "White, Non-Hispanic" stratum is, $336/138,861,475 = 2.4 \times 10^{-6}$ and the initial weight of a line in this stratum is the inverse of this number, 413,278. Initial weights were calculated for the other three strata in the same way (see Table 1).

Table 1: Calculation of Initial weight

Stratum	Sampled Units	Population of Stratum	Prob. of Inclusion	Initial Weight
White, Non-Hispanic	336	138,861,475	2.420×10^{-6}	413,278
Black, Non-Hispanic	322	23,554,211	1.367×10^{-5}	73,150
Hispanic	353	23,845,150	1.480×10^{-5}	67,550
Other, Non-Hispanic	213	11,673,711	1.825×10^{-5}	54,806

At this step, all the sampled lines with known eligibility within a stratum have the same, non-zero, weight even if the line is non-eligible. This weight is at the telephone line level. In order to obtain a person-level weight, and get a zero weight for the non-eligible units, this "pre-weight" is multiplied by the number of eligible persons for the telephone line. This number of eligible persons is zero for the non-eligible telephone lines, and now only eligible units have non-zero weights (see Table 2).

Table 2: Base Weight Adjustment

Number of Eligible Persons in Tel. Line	Base Weight
No Eligible Persons in House/Business	Initial Weight * 0 = 0
One Eligible person in household	Initial Weight * 1 (No adjustment)
Two or more Eligible Persons	Initial Weight * 2

These weights are called the “base weights” since they are, basically, the inverse of the probability of inclusion of the sampled elements, including non-respondents.

Poststratification of Weights

The final step in the calculation of the weights involves their modification in a way that the sample distributions of some important demographic characteristics are adjusted so that they are equal to the known distributions of the corresponding characteristics in the population. This is referred to as poststratification, and is used to reduce the variance of the estimates and to correct for under coverage in the survey of some types of units.

Poststratification adjustments were calculated by a two-dimensional raking procedure. Raking allows for the poststratification to marginal population totals of several variables simultaneously. This is one way used to ensure consistency between complete (population) count and sample data. Raking is used in situations where the interior cells of the cross tabulation are either unknown or sample sizes in some cells are too small for efficient estimation in poststratification to the whole cross-tabulation.

Two demographic characteristics were used to post-stratify: Gender and Age. The population totals for these two cross-classifications for September of 2003 were obtained from the Current Population Survey (CPS), (see Table 3).

Table 3: September 2003 CPS for Raking (GENDER by AGE)

GENDER	AGE	CPS Total
Male	22-29	15,285,433
Male	30-39	20,372,880
Male	40-49	21,736,379
Male	50-59	16,840,313
Male	60 & up	20,406,878
Female	22-29	15,559,499
Female	30-39	20,963,097
Female	40-49	22,646,127
Female	50-59	17,954,416
Female	60 & up	26,169,528
		197,934,550

Variance Estimation

The most straightforward types of samples, from a statistical standpoint at least, are simple random samples. In such samples the confidence limits for a proportion are influenced by the sample size of the sample, or particular subsample under consideration, and also by the value of the proportion.

The standard error²² of a proportion p from a simple random sample of n cases is equal to:

$$\sqrt{p(1.0 - p) / n} \quad (3)$$

With a large number of cases, a symmetrical confidence interval around p would be approximated by:

$$p \pm z\sqrt{p(1.0 - p) / n} \quad (4)$$

where z is the appropriate value from the z -distribution. For a 95% confidence interval, for example, $z = 1.96$.

Significance of Difference between Two Proportions

In addition to estimating the sampling error around a single proportion, we often wish to test the significance of a difference between two proportions, such as the difference between the proportions of males interested in joining the military versus females. The following formula produces a statistic that can be referred to a standard normal distribution, assuming a reasonably large number of cases:

$$z = \frac{p_1 - p_2}{\sqrt{p_e(1 - p_e) \frac{n_1 + n_2}{n_1 n_2}}} \quad (5)$$

where:

$$p_e = \frac{n_1 p_1 + n_2 p_2}{n_1 + n_2} \quad (6)$$

and p_e is the estimated population proportion, p_1 is the observed proportion (of male in our example) in the first group, p_2 is the observed proportion in the second group (of females in our example), n_1 is the number of cases in the first group, and n_2 is the number of cases in the second group.

Variance Estimation with more Complex Designs

The above variance estimation formulas however, are only appropriate for simple random samples. In complex samples, such as those used in the Adult Polls, that involve stratification and weighting, it is also necessary to take into account the effect that the sampling design has on the size of the standard errors.

²² The standard error of an estimate is a measure of sampling error; it is defined as the standard deviation of the sampling distribution of the statistic. It is used to construct the confidence interval around the estimate.

Methods exist for correcting for this underestimation of the standard errors. Kish (1965)²³ defines a correction term called the design effect (DEFF) where:

$$DEFF = \frac{\text{actual sampling variance}}{\text{Variance expected from a random sample}} \quad (7)$$

Thus, if the actual sampling variance in a complex sample is four times as large as the sample variance from a simple random sample with the same number of cases, the DEFF is 4.0. Because confidence intervals are proportionate to the square root of the variance, the confidence interval for such a sample would be twice as large (because the square root of 4 is 2) as the confidence interval for a simple random sample with the same number of cases. If an estimate of design effect is available, one of the simplest correction procedures to follow is to divide the actual number of cases by the design effect (thereby depreciating the actual number to its equivalent value in simple random sample terms) and then employ the standard statistical procedures that are available for application to simple random samples.

Significance testing for differences between fieldings of the Adult Poll

A trend over two fieldings of the Adult Poll is basically a comparison between estimates from two independent samples. Therefore, the design effects for a single estimated proportion are appropriate. For the majority of situations in the Adult Poll, tests for changes over time were done by estimating design effects as calculated from STATA[®] or another of the similar data analysis software programs and dividing n by the design effect to obtain an effective n . This effective n was then used in place of the actual n and the formulas appropriate for simple random sampling were conducted. Design effects for proportions and means, although not provided in this technical report, can be calculated by individual users or can be provided upon request from interested users of the data.

Variance estimation procedures for September 2003 Adult Poll estimates

To find confidence intervals and test hypotheses using the September 2003 Adult Poll data, it is necessary to find estimates of the variance for the estimated statistics, whether the statistics are means, proportions, correlations, or regression weights. Alternative approaches to finding effective n sizes based on design effects, as outlined above, may be required in certain situations for certain types of statistical testing. There are a number of different approaches to estimate the variability of (complex) parameters in complex surveys; two of the more common approaches are referred to as Linearization by Taylor series expansion and Replication, both of which take into account design effects but rely on readily available computer software to remove tedious hand calculations and adjustments.

Users are cautioned not to ignore the design feature (i.e., stratification and weighting) of the data collection for this survey in their significance test. Stratification, as done in the data collection for this survey, effectively allows the calculation of variance for a statistics that is based solely on within stratum variance. This variance estimate is almost universally smaller than the one that would be obtained if the data were treated as being collected using only simple random sampling. Ignoring the stratification will typically result in an over-estimation of the variance whereby the hypothesis testing conducted is biased.

In the majority of estimations done for the September 2003 Adult Poll, the technique used by the Joint Market Research Program (JMRP) to find variance estimates for the statistics reported from Adult Poll 5, is the replication method called “Jackknife”, as implemented using the software program WESVAR[™].

²³ Kish, L. (1965). Survey Sampling. New York: John Wiley & Sons.

For those familiar with data analysis programs such as WESVAR™, STATA®, SUDAAN®, or SAS®, appropriate variance estimation formulas can be obtained using some relatively straightforward programming. However, the above software programs do not handle variance estimation in identical ways so users should be aware of and comfortable with the assumptions of their chosen software program.

For users who require hypothesis testing but are not familiar with one of the above listed software programs, another option exists. JMRP is available to handle any hypothesis testing requests that users of this data have. Service requests will be given top priority, however, all users may feel free to submit requests. All that is required is an email to either Sean Marsh (marshsm@osd.pentagon.mil) or Jason Fors (forsjd@osd.pentagon.mil) that contains the analysis you would like to have completed. In your email please be as specific as possible so that JMRP can ensure that the correct analysis is conducted.

Appendix B

Questionnaire

PAGE LEFT BLANK INTENTIONALLY

**SEPTEMBER 2003 DOD ADULT AMERICAN POLL FIVE
FALL 2003 TIME 20
EXPECTED FIELDING DATE 08/25/03**

RESPONDENTS AGED ≥ 22 AND ≤ 85

GENERAL INSTRUCTIONS

Target Audience: Each household will be screened for adults between the ages 22 and 85. If there is more than one person in the household who meets those criteria, we will select the respondent with the most recent birthday prior to the interview date. There will be no within household substitution of the designated respondent, even if the designated respondent does not qualify for the interview.

Field Dates: Pre-test August 14, 2003
Launch study on August 25, 2003
Complete interviewing on September 22, 2003

Length: This interview should last approximately 20 minutes.

Geography: 100% United States - including Alaska, Hawaii and the District of Columbia

Sample Size: N=1250 adult Americans aged 22 to 85 (70% incidence), with over-sample so that cell sizes of Hispanics, African Americans non-Hispanic, and Caucasian non-Hispanic sizes are all over 350.

Quotas: GENDER: 52% Female, 48% Male

RACE/ETHNICITY: Thresholds (According to the Profile of General Demographic Characteristics, 2000 Census of Population and Housing, US Department of Commerce):

White	83%
Black or African American	12%
American Indian and Alaskan Native	1%
Asian or Native Hawaiian and Other Pacific Islander	4%
Hispanic or Latino (of any race)	11%
Non-Hispanic	89%

REGION: WirthlinWorldwide is now using a 9-point Geocode

New England (5.06%)	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Mid-Atlantic (14.33%)	New Jersey, New York, Pennsylvania
South Atlantic (18.73%)	Delaware, Maryland, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, District of Columbia
East South Central (6.09%)	Mississippi, Alabama, Tennessee, Kentucky
East North Central (16.01%)	Illinois, Indiana, Michigan, Ohio, Wisconsin

West North Central (6.82%)	Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota, Minnesota
West South Central (10.89%)	Texas, Louisiana, Arkansas, Oklahoma
Mountain (6.33%)	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific (15.75%)	California, Oregon, Washington, Hawaii and Alaska

Sample: Random B sample, with minimum of three working blocks. All samples will be screened for business numbers.

Dialing Procedures: Interviews will be conducted during the evening and weekend hours. The fieldwork will take place from our in-house telephone centers located in Orem, Utah and will utilize computer assisted telephone interviewing (CATI).

Callback Procedures: Plan an initial call and maximum of three callbacks. If a household is not reached after four calls, we will substitute another randomly selected household. Callbacks will be scheduled on different days, different times of the day and in different weeks.

Refusal Conversion: All initial refusals are put into a queue to be worked by a group of interviewer specialists, trained and experienced in refusal conversion. Up to an additional three call backs, conducted at different times and days, will be made. If a household is not reached after three calls or if a second refusal occurs, a “hard” refusal will be recorded on the final disposition.

Pre-test: We will conduct a pre-test of the survey instrument on August 14, 2003 in our Orem, Utah telephone facility. We will conduct thirty interviews. If the pretest interviews go smoothly and no revisions are made to the questionnaire, they will be included in the final data set.

SCREENER

INTRO1: Hello, I'm _____ of Wirthlin Worldwide, a national research firm and I'm calling to learn about your opinions and attitudes regarding options for youth after high school. For quality purposes, my supervisor may monitor this call. [DO NOT PAUSE]

GPA. Could I speak with a member of this household who is between the ages of 22 and 85 and has had the most recent birthday, please? [0.5QP]

1. Yes
2. No, respondent isn't available
3. No, there isn't a respondent (living) in the household who is between the ages of 22 and 85
4. No, you can't talk to the person
99. DK/REF

IF GPA=1, WAIT UNTIL RESPONDENT GETS ON THE PHONE AND READ INTRO2.

IF GPA=2, ARRANGE CALLBACK

IF GPA=3, CODE AS INELIGIBLE, THANK AND TERMINATE

IF GPA=4, CODE AS REFUSAL, THANK AND TERMINATE

IF GPA=99, CODE AS INELIGIBLE, THANK AND TERMINATE

INTRO2 Hello, I'm _____ of Wirthlin Worldwide, a national research firm and I'm calling to learn about your opinions and attitudes regarding options for youth after high school. For quality purposes, my supervisor may monitor this call. [DO NOT PAUSE]

PRIV1. All information you provide is protected under the Privacy Act of 1974. Your identity will not be released for any reason and your participation is voluntary. You are entitled to a copy of the Privacy Act Statement. Would you like a copy of this statement? [1QP]

0. YES, RECORD MAILING ADDRESS
2. NO
99. DK/REF

S1. Could you please tell me your age? [1QP]

RECORD ANSWER
99. DK/REF

[IF S1 < 22 OR S1 > 85 ASK GPA]

[ELSE ASK S2]

S2. For research purposes, may I please verify your gender? [1QP]

1. Male
2. Female

DEM10. Do you consider yourself to be of Hispanic, Latino or Spanish origin? **[1QP]**

1. Yes, Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.
2. No
99. DK/REF

DEM11 I'm going to read a list of racial categories. Please select one or more to describe your race. Are you...[READ PUNCHES 1-5.] [NOTE: IF RESPONDENT SAYS 'DON'T KNOW' OR DOESN'T MENTION A PUNCH BELOW, SAY: "WHICH OF THE FOLLOWING RACE CATEGORIES DO YOU MOST CLOSELY IDENTIFY WITH?"] [CODE UP TO 5 RESPONSES] **[1 QP]**

1. White
2. Black or African-American
3. American Indian or Alaskan Native
4. Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
5. Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)
6. [DO NOT READ] Other HISPANIC ONLY (Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.)
99. DK/REF [THANK AND TERMINATE]

[IF DEM11=6 ONLY, ASK DEM11A]

DEM11A. In addition to being Hispanic, do you consider yourself to be [READ PUNCHES 1-5] [CODE UP TO 5 RESPONSES] **[.25 QP]**

1. White
2. Black or African-American
3. American Indian or Alaskan Native
4. Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
5. Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)
8. Not Applicable [DO NOT READ]
9. DK/REF

CATI TECH: S3A DELETED

S5. Do you have any children between the ages of 12 and 21? **[0.5QP]**

0. Yes
2. No
98. Not Applicable
99. DK/REF

[IF S5 = 1, ASK S6 and S7] [IF RESPONDENT HAS CHILDREN AGED 12 TO 21]

S6. What are the ages of these children? [DO NOT READ RESPONSE OPTIONS – MULTIPLE RESPONSES ALLOWED] **[0.5QP]**

1. 12 YEARS OLD
2. 13 YEARS OLD
3. 14 YEARS OLD
4. 15 YEARS OLD
5. 16 YEARS OLD
6. 17 YEARS OLD
7. 18 YEARS OLD
8. 19 YEARS OLD
9. 20 YEARS OLD
10. 21 YEARS OLD
98. Not Applicable
99. DK/REF

[ASK IF QS6=1-10]

S7. Is your [INSERT YOUNGEST CHILD'S AGE FROM S6] child a son or a daughter **[.5 QP]**?

1. Son
2. Daughter
98. Not Applicable
99. DK/REF

LIKELIHOOD TO RECOMMEND

8.5 QUESTION POINTS, 2.6 MINUTES

[IF S5 ≠1, ASK ADV, ADV2, ADV18]

ADV. Now let's talk about the choices young people have. Suppose a youth you know came to you for advice about the various post-high school options that are available. What would you recommend? [PROBE: ANYTHING ELSE?] [ENTER ALL CODES THAT APPLY.] [NOTE TO INTERVIEWER: IF RESPONDENT IS WORRIED THAT THE REASONS VARY BY INDIVIDUAL SAY "I KNOW YOUR RECOMMENDATION MAY VARY BY INDIVIDUAL, BUT FOR THIS EXERCISE PLEASE THINK ABOUT THE "AVERAGE" YOUTH THAT MAY COME TO YOU FOR ADVICE"] **[1.75 QP]** [DO NOT READ LIST]

1. School (i.e., ANY FORMAL TRAINING/EDUCATION)
2. Job/Work
3. Join the Military/Service
4. Do Nothing
5. Stay at home
6. Travel
97. Other [SPECIFY: RECORD RESPONSES]
98. Not Applicable
99. DK/REF

ADV2. Now I would like to ask your opinion about some specific choices that young people have. Suppose a youth you know came to you for advice about various post-high school options. How likely is it that you would recommend [ALWAYS RANDOMIZE AND READ A-E FIRST. AFTER A-E, RANDOMIZE AND READ F-L] **[3.5QP]**

- A. Joining a military service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard
- B. Attending a four-year college or university
- C. Getting a full-time job
- D. Getting a part-time job
- E. Attending a trade, technical, vocational or community college
- F. Serving on active duty in the Coast Guard
- G. Serving on active duty in the Army
- H. Serving on active duty in the Air Force
- I. Serving on active duty in the Marine Corps
- J. Serving on active duty in the Navy
- K. Serving in the National Guard
- L. Serving in the Reserves

[READ LIST][ROTATE TOP TO BOTTOM, BOTTOM TO TOP]

- 1. Very likely
- 2. Likely
- 3. Neither likely nor unlikely
- 4. Unlikely
- 5. Very unlikely
- 98. Not Applicable [DO NOT READ]
- 99. DK/REF

ADV18. Suppose a youth you know just earned their 4-year college degree, how likely would you be to recommend that they enter the military? [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] **[.7 QP]**

- 1. Very likely
- 2. Likely
- 3. Neither Likely nor unlikely
- 4. Unlikely
- 5. Very unlikely
- 98. Not Applicable [DO NOT READ]
- 99. DK/REF

[LIKELIHOOD TO RECOMMEND SECTION FOR PARENTS OF 12 TO 21 YEAR OLDS]

[IF S5 = 1, ASK ADV C, ADV C2, ADV C18]

ADV C. Now, for this series of questions I'd like for you to focus on your youngest child between the ages of 12 and 21. Suppose that child came to you for advice about the various post-high school options that are available, what would you recommend? [PROBE: ANYTHING ELSE?] [ENTER ALL CODES THAT APPLY.] **[.75 QP]** [DO NOT READ LIST]

1. School (i.e., ANY FORMAL TRAINING/EDUCATION)
2. Job/Work
3. Join the Military/Service
4. Do Nothing
5. Stay at home
6. Travel
97. Other [SPECIFY: RECORD RESPONSES]
98. Not Applicable
99. DK/REF

ADV C2. More specifically, suppose this child, the youngest between 12 and 21, came to you for advice about various post-high school options, how likely is it that you would recommend [ALWAYS RANDOMIZE AND READ A-E FIRST. AFTER A-E, RANDOMIZE AND READ F-L] **[1.5 QP]**

- A. Joining a military service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard
- B. Attending a four-year college or university
- C. Getting a full-time job
- D. Getting a part-time job
- E. Attending a trade, technical, vocational or community college
- F. Serving on active duty in the Coast Guard
- G. Serving on active duty in the Army
- H. Serving on active duty in the Air Force
- I. Serving on active duty in the Marine Corps
- J. Serving on active duty in the Navy
- K. Serving in the National Guard
- L. Serving in the Reserves

[READ LIST][ROTATE TOP TO BOTTOM, BOTTOM TO TOP]

1. Very likely
2. Likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely
98. Not Applicable [DO NOT READ]
99. DK/REF

ADVC18. Suppose this child just earned their 4-year college degree, how likely would you be to recommend that they enter the military? [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] [**3 QP**]

1. Very likely
2. Likely
3. Neither Likely nor unlikely
4. Unlikely
5. Very unlikely
98. Not Applicable [DO NOT READ]
99. DK/REF

FAVORABILITY	4 QUESTION POINTS, 1.3 MINUTES
---------------------	---------------------------------------

FAV1. Using all that you know or have heard about the U.S. military, please rate the U.S. military using a 10 point scale where 1 means **VERY UNFAVORABLE** and 10 means **VERY FAVORABLE**. How would you rate the U.S. Military? [**1QP**]

RECORD RATING
99. DK/REF

FAV2. Using all that you know or have heard about the various active duty branches of the U.S. military, please rate each branch using a 10 point scale where 1 means **VERY UNFAVORABLE** and 10 means **VERY FAVORABLE**. How would you rate the [RANDOMIZE AND READ A-E]? [**2QP**]

- A. Air Force
- B. Army
- C. Coast Guard
- D. Marine Corps
- E. Navy

RECORD RATING
99. DK/REF

FAV3. Now, using all that you know or have heard, please rate the U.S. National Guard and Reserves using a 10 point scale where 1 means **VERY UNFAVORABLE** and 10 means **VERY FAVORABLE**. How would you rate the [RANDOMIZE AND READ A-B]? [**1QP**]

- A. Reserves
- B. National Guard

RECORD RATING
99. DK/REF

KNOWLEDGE OF MILITARY**1 QUESTION POINTS, .33 MINUTES**

- KW2. Let's talk about your knowledge of the U.S. military. Please use a scale from 1 to 10 where 1 means **NOT AT ALL KNOWLEDGEABLE** and 10 means **EXTREMELY KNOWLEDGEABLE**. Please tell me how knowledgeable you are about the U.S. Military. [1QP]

RECORD ANSWER

99. DK/REF

ADVICE/SUPPORT FOR THE MILITARY**10.5 QUESTION POINTS, 3.5 MINUTES**

- ACQ5. Now I want to talk about your friends and family. Do you have a [READ A-F] who is between the ages of 12 and 21? [2QP]

- A. Son [ASK ACQ5A ONLY IF S5=1 and s7 =2 or 99]
- B. Daughter [ASK ACQ5B ONLY IF S5=1 and s7=1 or 99]
- C. Brother or Sister
- D. Niece or Nephew
- E. Grandchild
- F. Cousin

1. Yes

0. No

98. Not Applicable

99. DK/REF

- ACQ6. Are you acquainted with [READ G-J] who is between the ages of 12 and 21? [2 QP]

- G. Some other family member
- H. A Friend who is not a family member
- I. A Student who is not a family member
- J. Someone else who is not a family member

1. Yes

0. No

99. DK/REF

[ASK ADV4 FOR EACH ITERATION OF ACQ5A-F=1 OR ACQ6G-J=1; ASK ADV4-A IF S7=1 AND ASK ADV4-B IF S7=2]

[IMMEDIATELY ASK ADV8 FOR EACH ITERATION OF ADV4A-J=1]

ADV4. Did you give advice in the last year to [READ A-J] who is between the ages of 12 and 21 about various post-high school options? Please answer Yes or No. [IF THE RESPONDENT RESPONDS THAT THEY HAVE, FOR EXAMPLE, MORE THAN ONE SON, ASK THEM TO RESPOND FOR THE ONE THAT THEY MOST RECENTLY TALKED TO ABOUT OPTIONS AFTER HIGH SCHOOL.] [INTERVIEWER NOTE: REMIND THE RESPONDENT THAT WE ARE TALKING ABOUT ADVICE GIVEN IN THE PAST YEAR.] **[3.5QP]**

- A. A Son [ASK IF ACQ5A=1 OR S7=1]
- B. A Daughter [ASK IF ACQ5B=1 OR S7=2]
- C. A Brother or Sister
- D. A Niece or Nephew
- E. A Grandchild
- F. A Cousin
- G. Some other family member
- H. A Friend who is not a family member
- I. A Student who is not a family member
- J. Someone else who is not a family member

- 1. Yes
- 0. No
- 98. Not Applicable
- 99. DK/REF

ADV8. Was any of the advice that you gave about the military? **[1.5 QP]**

- A. A Son
- B. A Daughter
- C. A Brother or Sister
- D. A Niece or Nephew
- E. A Grandchild
- F. A Cousin
- G. Some other family member
- H. A Friend who is not a family member
- I. A Student who is not a family member
- J. Someone else who is not a family member

- 1. Yes
- 0. No
- 98. Not Applicable
- 99. DK/REF

[FOR EACH ADV8=1, ASK ADV9]

ADV9. Was the advice about the military positive, negative or both positive and negative? **[1.5 QP]**

- A. A Son
- B. A Daughter
- C. A Brother or Sister
- D. A Niece or Nephew
- E. A Grandchild
- F. A Cousin
- G. Some other family member
- H. A Friend who is not a family member
- I. A Student who is not a family member
- J. Someone else who is not a family member

- 1. Positive
- 2. Negative
- 3. Both positive and negative
- 98. Not Applicable
- 99. DK/REF

TOP OF MIND IMPRESSIONS OF THE MILITARY 9 QUESTION POINTS, 3.0 MINUTES
--

IMG1. I would now like to talk with you about your impressions of the United States Military. What would you say is the **single most** important image or feeling that comes to mind when I mention the United States Military? [ASK OPEN-END, ACCEPT SINGLE MENTION]

RECORD ANSWER
ALLOW DK/REF

[ASK IF QIMG1 DOES NOT EQUAL DK/REF]

IMG1B. Is that positive, neutral or negative to you? **[3QP]**

- 1 positive
- 2 neutral
- 3 negative
- 99 DK/REF

IMG2. What would you say is the **single most** important image or feeling that comes to mind when you think about the people who join the United States Military? [ASK OPEN-END, ACCEPT SINGLE MENTION]

RECORD ANSWER
ALLOW DK/REF

[ASK IF QIMG2 DOES NOT EQUAL DK/REF]

IMG2B Is that positive, neutral or negative to you? **[3QP]**

- 1 positive
- 2 neutral

3 negative
99 DK/REF

IMG4. What would you say is the **single most** important image or feeling that comes to mind when you think about the people who are the leaders of the United States Military? [ASK OPEN-END, ACCEPT SINGLE MENTION]

RECORD ANSWER
ALLOW DK/REF

[ASK IF QIMG2 DOES NOT EQUAL DK/REF]

IMG4B Is that positive, neutral or negative to you? [3QP]

- 1 positive
- 2 neutral
- 3 negative
- 99 DK/REF

CURRENT EVENTS	4 QUESTION POINTS, 1.33 MINUTES
-----------------------	--

CATI TECH: CUR3, CUR4, CUR5, CUR6 DELETED
SECTIONS IM, REC, MED ALSO DELETED

[IF NON-PARENT]

CUR7. Does the current situation with the war on terrorism make you more likely or does it make you less likely to recommend the military to a youth you know? [1 QP]

- 1. More likely
- 2. Doesn't change the likelihood (DO NOT READ)
- 3. Less likely
- 99. DK/REF

[IF PARENT]

CUR7. Does the current situation with the war on terrorism make you more likely or does it make you less likely to recommend the military to one of your children? [1 QP]

- 1. More likely
- 2. Doesn't change the likelihood (DO NOT READ)
- 3. Less likely
- 99. DK/REF

CUR8. Do you approve or disapprove of the way the Bush administration is -- [RANDOM ORDER] [2 QP]. Would that be strongly (approve/disapprove) or just somewhat (approve/disapprove)?

- A. Handling Foreign Affairs
- B. Using the U.S. Military Forces

- 1. Strongly Approve
- 2. Somewhat Approve
- 3. No opinion (DO NOT READ)
- 4. Somewhat Disapprove

5. Strongly Disapprove
99. DK/REF

CUR9. Using a scale from 0 to 100 percent, what do you think the chance is that a young person who entered the military today would be directly involved in combat at some point during their first four years of Service? **[1 QP]**

RECORD ANSWER

99 DK/REF

ECONOMIC CONSIDERATIONS

9 QUESTION POINTS, 3 MINUTES

[ROTATE ECC1A AND ECC1B]

ECC1A. What do you think is the average annual starting salary for someone who has just earned a 4-year college degree? **[1 QP]**

RECORD ANSWER

99 DK/REF

ECC1B. What do you think is the average annual starting salary for someone who enters the military as an officer after earning their 4-year college degree? **[1 QP]**

RECORD ANSWER

99 DK/REF

[ROTATE ECC2A AND ECC2B]

ECC2A. What do you think is the average annual starting salary for someone starting their career right after earning their high school degree? **[1 QP]**

RECORD ANSWER

99 DK/REF

ECC2B. What do you think is the average annual starting salary for someone who enlists in the military after earning their high school degree? **[1 QP]**

RECORD ANSWER

99 DK/REF

ECC3. Do you think college is becoming too expensive? **[1 QP]**

1. Yes

2 No

100. DK/REF

ECC3A. The average college tuition has been increasing by 7% over the last few years and is expected to continue to increase at this rate. To what extent would this affect your likelihood to recommend military service to a young person as a way for them to help pay for higher education? **[1 QP]**

1. Much more likely
2. Somewhat more likely
3. Neither more or less likely
4. Somewhat less likely
5. Much less likely
99. DK/REF

ECC3B. To what extent would this affect your likelihood to recommend military service to a young person as an alternative to college? **[1 QP]**

1. Much more likely
2. Somewhat more likely
3. Neither more or less likely
4. Somewhat less likely
5. Much less likely
99. DK/REF

INDICATORS	4 QUESTION POINTS, 1.33 MINUTES
-------------------	--

*IND1. How difficult is it for a high school graduate to get a full-time job in your community? Is it...[ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-4]? **[1QP]***

1. Almost Impossible
2. Very Difficult
3. Somewhat Difficult
4. Not Difficult at All
99. DK/REF

IND4. How would you rate economic conditions in this country today, would you say [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ]? **[1QP]**

1. Excellent
2. Good
3. Fair
4. Poor
99. DK/REF

IND3. Four years from now, do you think the economy will be better than, worse than or about the same as it is today? **[1 QP]**

1. Better than
2. Worse than
3. About the same

99. DK/REF

IND2. Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both? **[1QP]**

1. Military
2. Civilian job
3. Equally in both
99. DK/REF

ECC4A. Unemployment in the United States is higher than it has been in more than a decade, how much do you feel this increases the value of the job training provided by the U.S. military? **[1 QP]** Would you say that fact **[ROTATE AND READ TOP TO BOTTOM AND BOTTOM TO TOP]**

1. Strongly increases the value of job training provided by the US military
2. Moderately increases the value
3. Slightly increases the value
4. Doesn't increase the value of job training provided by the US military at all
99. DK/REF

ECC4B. How much do you feel this increases the value of the U.S. military as a career option for a young person that you know? **[1 QP]** Would you say that fact **[ROTATE AND READ TOP TO BOTTOM AND BOTTOM TO TOP]**

1. Strongly increases the value of the U.S. military as a career option
2. Moderately increases the value
3. Slightly increases the value
4. Doesn't increase the value of the U.S. military as a career option at all
99. DK/REF

ECC5. I'm going to read you two statements and I want you to tell me how much you agree or disagree with each of them. The first / next statement is **[READ A-B]**, would you say you **[READ TOP TO BOTTOM, BOTTOM TO TOP 1-4]** with that statement?

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 99 DK/REF

A. Not every child should go to college, skilled trades and vocation training is a good alternative for many.

B. Even if skilled trades and vocation training is a good alternative for many, society looks down on that choice.

And now I just have a few last questions for research purposes.

DEM1. What is the highest level of school you have completed or the highest degree you have received? [READ LIST, ACCEPT SINGLE RESPONSE] [1QP]

1. Less than High School
2. High School Graduate - Diploma or Equivalent (GED)
3. Some College But No Degree
4. Associate Degree - Occupation / Vocational
5. Associate Degree - Academic Program
6. Bachelor's Degree (e.g., BA, AB or BS)
7. Master's Degree (e.g., MA, MS, MEng, MEd, NSW)
8. Professional School Degree (e.g., MD, DDS, DVM)
9. Doctorate Degree (e.g., PhD, EdD)
99. DK/REF [DO NOT READ]

DEM2D. Are you now or have you ever been a member of the armed forces? [1QP]

1. Yes
2. No
99. DK/REF

[IF DEM2D=1, ASK DEM2B]

DEM2B. Is that active duty, guard or reserves? [ACCEPT MULTIPLE RESPONSES] [0.5QP]

1. Active Duty
2. Guard
3. Reserves
98. Not Applicable
99. DK/REF

DEM3. What is your total annual household income? [READ LIST, ACCEPT SINGLE RESPONSE] [1QP]

1. Less than \$25,000
2. \$25,000 but less than \$30,000
3. \$30,000 but less than \$40,000
4. \$40,000 but less than \$60,000
5. \$60,000 but less than \$80,000
6. \$80,000 but less than \$100,000
7. \$100,000 OR MORE
99. DK/REF [DO NOT READ]

DEM4. Please tell me whether you are currently...[READ LIST, ACCEPT SINGLE RESPONSE] [1QP]

1. Single and have never been married
2. Widowed
3. Separated

4. Divorced
5. Married
99. DK/REF

IF S5=1, USE INTROPAR, IF S5-2 OR 99, USE INTROADULT

INTROPAR Do you interact with youth, other than your own child, between the ages of 12 and 21 on a regular basis?

INTROADULT Do you interact with youth between the ages of 12 and 21 on a regular basis?

DEM8A. For example, are you a youth sports coach, a teacher, a guidance counselor, a scout leader, or an employer of people under the age of 21? **[1QP]**

1. Yes, youth sports coach
2. Yes, member of the clergy
3. Yes, scout leader
4. Yes, employer of people under the age of 21
5. Yes, teacher
6. Yes, church layperson
7. Yes, volunteer work
8. Yes, counselor
9. Yes, mentor
10. Yes, other, specify
11. No
99. DK/REF

DEM10. What is your current employment status? Are you **[READ RESPONSE OPTIONS 1-4]**? **[1QP]**

1. Employed full-time
2. Employed part-time
3. Retired
4. Unemployed
97. Other (Please specify) **[RECORD RESPONSES]**
99. DK/REF

DEM16. How many people are there in your household between the ages of 22 and 85?

RECORD ANSWER
RECORD ZIP CODE

DEM17. Not including cell phones, how many different telephone numbers do you have in your home?

1. 1
2. 2
3. 3
4. 4
5. 5 or more
99. DK/REF

DEM18. How many of those telephone numbers are never used for talking on the phone but are used only for a fax machine or a computer modem? [RESPONSE IN DEM18 MUST BE LESS THAN OR EQUAL TO RESPONSE FROM DEM17]

1. 1
2. 2
3. 3
4. 4
5. 5 or more
99. DK/REF

DEM12. For research purposes only, please tell me your street address and zip code? Do you know your ZIP plus four? [9-digit ZIP code is preferred] **[1QP]**

[RECORD STREET ADDRESS]
[RECORD ZIP CODE]

[ASK DEM13 IF QPRIV1=1]

DEM13. So that we may send you the copy of the Privacy Act of 1974 and for research purposes please tell me your address.

[RECORD NAME]
[RECORD STREET ADDRESS]
[RECORD CITY]
[RECORD STATE]
[RECORD ZIP CODE]

DEM14. FIPS CODE _____

DEM15. ZIP CODE **[FROM SAMPLE]** _____

DEMA Occasionally we may need to do some follow-up research with people we have already contacted. Would you be willing to be re-contacted in the future?

1. YES [ASK DEMAA]
2. NO
98. DK/REF

[ASK IF DEMA=1]

DEMAA May I have your name please?

[ASK DEM16 IF PRIV1=2 OR DK/REF AND IF DEMA = 2 OR DK/REF]

DEM16. May I please have your first name in case my supervisor needs to verify that this interview actually took place?

Thank you very much for your time.